# TEXAS BUSINESS REVIEW

*A Monthly Summary of Business and Economic Conditions in Texas*

BUREAU OF BUSINESS RESEARCH : THE UNIVERSITY OF TEXAS

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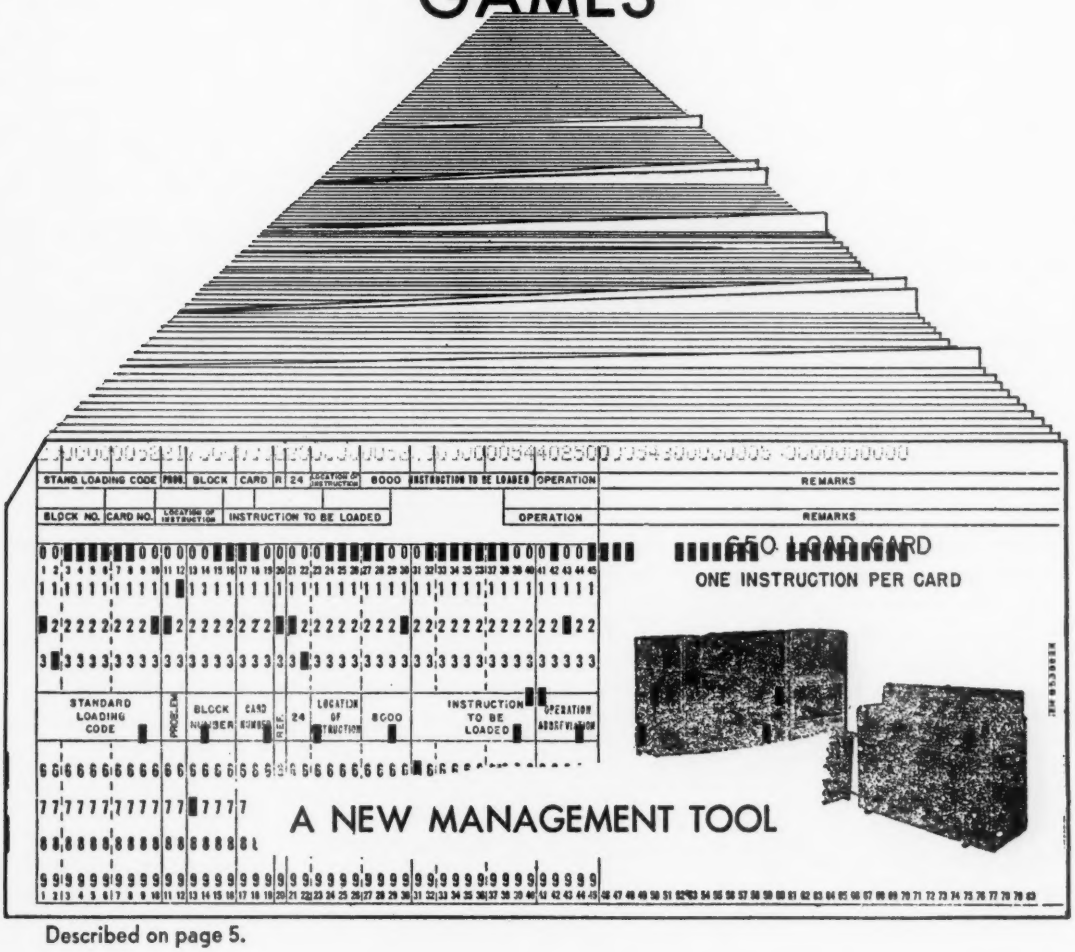



Described on page 5.

# The Business Situation in Texas

By CHARLES T. CLARK

Business activity in Texas, as measured by the Bureau of Business Research Index of Business Activity, dropped to its lowest point of the year in July. This index, which measures bank debits in 20 Texas cities and then adjusts the total amount for price changes, dropped from a high of 235% of the 1947–49 average in May to 228% in June and to 211% in July. This monthly drop was approximately 9%. It was also 7% below July 1959.

While this index has been seesawing up and down for the past year, most previous drops have been more moderate, and the average for the index for the past year has been about 226%. The fact that this index is adjusted for seasonal variation makes it hard to explain the drop in terms of the hot weather or usual summer doldrums.

When the Texas index is compared with the federal index for the same period, the drop in Texas does not seem so bad. Seasonally adjusted bank debits for the nation were down 5% from July a year ago.

A brief glance at the other 14 barometers used most often to measure the health of Texas business shows that while six displayed slight to substantial gains (nonresidential building permits were up sharply), the remaining eight registered drops of 1% to 9% from June and of 1% to 36% when compared with their values for July 1959.

The talk which one hears about the high level of business activity in Texas for the past few months is generally still true, but the plateau is getting a bit shaky. In general it seems safe to say that once the Texas economy climbed out of the slight recession brought about by the steel strike, it has not increased much further, largely because of the weakness in the oil industry.

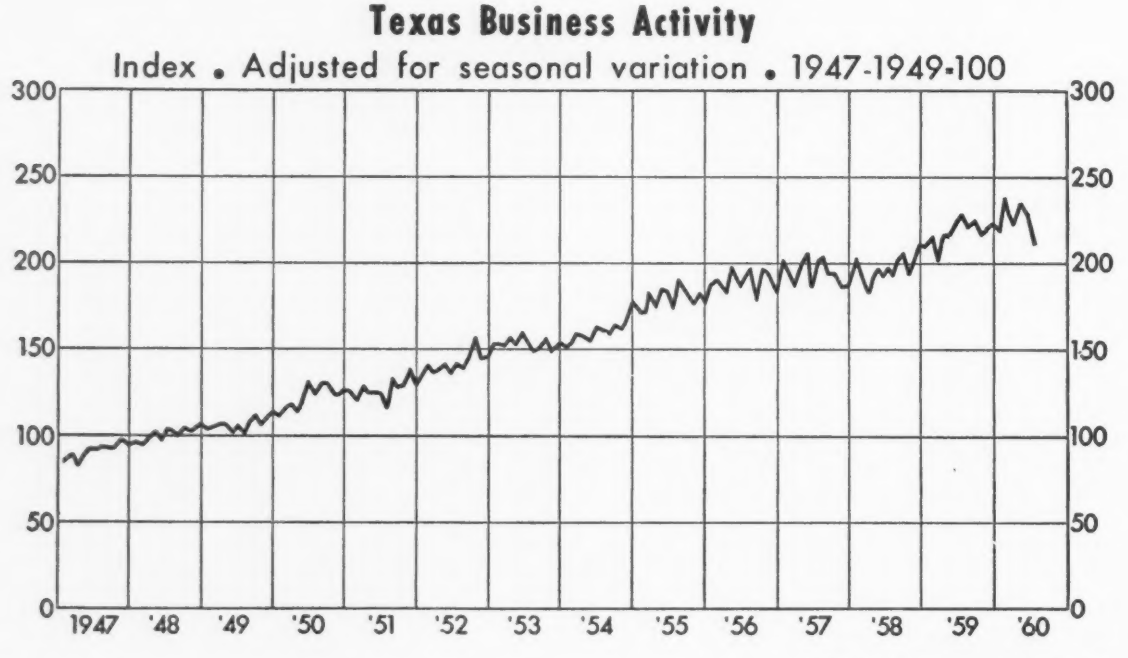
Miscellaneous freight carloadings in July dropped slightly below seasonal expectations. This was the third drop in as many months, leaving the index for July at 77% of the 1947–49 average and 5% below the figure for one year ago. Carloadings for the nation were off, too, with most counts down from the previous month and off from July 1959 by as much as 29%. Other parts of the country have suffered from the drop in activity of the steel industry more than Texas. At least this was true before Lone Star Steel Company announced its layoff of 1,500 to 2,000 employees at its East Texas plant beginning August 26. The cutbacks in Texas now seem to be following the national trend in the steel industry, which began months ago.

Seasonally adjusted crude petroleum production in July held steady the third month at a level only 5% above the 1947–49 average. For the fifth consecutive month, the Railroad Commission of Texas scheduled Texas oil wells to produce eight days in September.

The index of crude runs to stills was a little more encouraging, with an increase of about 2% over June and an increase of better than 15% above July 1959.

It is estimated that the daily average allowable of approximately 2,645,000 barrels will be higher than the August quota by about 47,000 barrels because September has only 30 days, and August, 31. Several of the major oil companies urged either a nine- or a ten-day schedule.

Latest reports from the Oil and Gas Division of the Railroad Commission show a total of 196,239 wells in 6,912 fields. This count, made on August 6, shows a very light drop both in number of wells and in total average daily allowable since July 30. While the Commission cannot prescribe the rate of refinery runs, it does look at the size of



inventories before determining oil allowables. Last month national stocks of petroleum products were 41,400,000 barrels over desired levels, and at the middle of August they were over the mark by 53,200,000 barrels.

A look at the national petroleum picture shows the demand for gasoline up 5% in July from a year earlier. In spite of the moderate increase in demand, refiners in July operated their plants far in excess of needs. This tendency has alarmed many in the industry, as history has recorded on several occasions that inevitably prices weaken, then break, forcing a cutback in operations to correct excess inventories. A far worse situation might have resulted had it not been for state conservation groups and restraint shown by some large producers.

Total employment in Texas jumped by 1,100 in July to set an all-time record high of 3,712,000 workers. This increase looked rather modest after the increase of 45,700 recorded in June. Unemployment decreased by 7,500 between the middle of June and the middle of July. This figure, however, is not as meaningful as the twelve-month increase of 19,700 in unemployed. Employment went up 8%, but unemployment went up 12%. The fact both rose together can be accounted for by the increase in the total Texas labor force. The layoffs at Lone Star Steel's Daingerfield plant, together with the reactions they may cause, may tend to offset the normal decrease in unemployment which comes with the fall months when some of the summer workers return to school.

Total electric power consumption in July increased 4% from over June and 6% from the previous July, after adjustment for the seasonal pattern. The index now stands at 430% of the 1947–49 average and is indicative of the tremendous increase in the use of electric power in Texas during the last dozen years. The index of industrial electric power consumption showed about the same increase for the year as the total but was down for the third straight month from its high of 413% reached in April of this year. It now stands at 393% of the 1947–49 base.

Three additional indicators of general business conditions all were negative. They were bank debits, sales of ordinary life insurance, and newspaper linage. Since these barometers were first adjusted for the seasonal patterns expected of each, the reductions must be attributed to factors other than those which can be explained by the time of year. The index of bank debits dropped 7% to reach its lowest reading since March 1959; the index of ordinary life insurance sales dropped 4% below the previous July; and the index of newspaper linage was down almost 8% from its place twelve months ago.

Retail sales in Texas in July totaled 246% of the 1947–49 average. This was a decrease of 1% from this June and 5% from the previous July. Rather substantial drops in durable-goods sales accounted for almost the entire decline. The index of durable-goods sales slipped from 185% (1947–49 base) in July 1959 to 172% in June 1960. It then plummeted an additional 8% in one month to show July as 159% of the base period, to register a total drop of 14% in one year.

The index of nondurable-goods sales was up slightly (about 1%) from June to July this year and stood at 291% of the 1947–1949 average. A comparison of the two indexes shows that in the twelve years since the base period nondurable goods have increased in sales volume almost twice as rapidly as durable goods. Many national forecasters are pointing out the tremendous increase in sales of services and soft goods as compared with durables. The Texas economy seems to be following this trend.

Total urban building was running at a high level in July after adjustment for seasonal factors. The index stood at 301% of the 1947–49 average, up a substantial 26% over June of this year. The state experienced a rather severe slump in total construction authorized during the early part of the year. The index slipped from a high of 308% in July 1959 to a low in January 1960. This July was still slightly below the same month of last year, but a comparison with the national figures shows that total new construction is down 4% for the same period.

**SELECTED BAROMETERS OF TEXAS BUSINESS**
**(1947–49 = 100)**

| Index | July 1960 | June 1960 | July 1959 | Percent change: July '60 from June '60 | Percent change: July '60 from July '59 |
|---|---|---|---|---|---|
| Texas Business Activity | 211 | 228 | 226 | — 7 | — 7 |
| Miscellaneous freight carloadings in S.W. district | 77 | 78 | 81 | — 1 | — 5 |
| Crude petroleum production | 105* | 106 | 107 | — 1 | — 2 |
| Crude oil runs to stills | 155 | 152 | 134 | + 2 | + 16 |
| Total electric power consumption | 430* | 412r | 406r | + 4 | + 6 |
| Industrial electric power consumption | 393* | 398r | 374r | — 1 | + 5 |
| Bank debits | 252 | 272 | 270 | — 7 | — 7 |
| Ordinary life insurance sales | 419 | 421 | 435 | ** | — 4 |
| Total retail sales | 246* | 248r | 259r | — 1 | — 5 |
| Durable-goods sales | 159* | 172r | 185r | — 8 | — 14 |
| Nondurable-goods sales | 291* | 287r | 294 | + 1 | — 1 |
| Urban building permits issued | 301 | 239 | 308 | + 26 | — 2 |
| Residential | 192 | 211 | 298 | — 9 | — 36 |
| Nonresidential | 479 | 294 | 327 | + 63 | + 46 |
| Total industrial production | 174 | 171 | 168 | + 2 | + 4 |

Adjusted for seasonal variation, except annual averages.
* Preliminary.
r Revised.
** Change is less than one-half of one percent

When the total number of building permits issued are broken into residential and nonresidential, two distinct patterns are readily discernible. Residential building permits have slipped in one year from an index of 298% to 192%, a whopping 36% decline. On the other hand the index of nonresidential construction rose from 327% of the base in July 1959 to 429% of the same base period this July. This increase of 46% just about offsets the drop in the rate of residential construction.

Nationwide figures on construction show the same pattern as that found in Texas but not to the same degree. A comparison of July 1960 with July 1959 shows that for the national residential building is off 9%, while nonresidential construction is up 8%. All signs point to an improvement in the rate of home building as a result of easier government credit policies. It takes time, however, to convert this policy into actual housing starts.

Total industrial production in Texas increased slightly from an index of 168% of the 1947–49 average in July 1959 to 171% in June 1960 and then up to 174% in July. This was at a time when total industrial production for the nation as a whole held steady for the summer and showed less than a 2% improvement over last summer.

The manufacture of durable goods in Texas was up better than 6% this July over last, while the index for the country as a whole was the same.

Nondurable goods manufacture for Texas registered on the index at 206% of the 1947–49 base, up 2.5% from June and almost 8% from last July. This again bettered the national figures which showed only a 2.5% increase from July to July.

The national level of industrial production this fall will be determined largely by how well steel production comes back and by the way the public takes to the new cars now beginning to come off the production lines in Detroit and other auto centers. The way automobiles sell, of course, will have much to do with the demand for steel. Manufacturing employment and payrolls will follow closely the health of these two industrial giants.

Farm prices, as measured by the index of prices received by farmers for all products, gave slight encouragement in July. The farm price index rose from 240% of the 1909–14 average in June to 253% in July. This July, however, was still 9% below July 1959 and as much as 37% below the high registered in April 1951.

The biggest drop in farm prices was shown by the index of livestock prices, which stood at 328% of the 1909–14 base in July 1959 and had dropped to 279% of the base in July 1960, a decline of about 15%.

National figures on prices received by farmers showed slight declines for the period between July 1959 and July 1960. Prices of all farm products were down 1%; crop prices held steady; and prices of livestock were off 1.5%. Texas farmers, then, had more than their share of declining prices.

Latest Commerce Department figures for the second quarter of this year show that the nation's farms, shops, and factories turned out goods and services at a record annual rate of $505 billion. This was an increase of approximately $17 billion over the $488-billion rate for the same period last year. Most of the new rise is attributed to substantially higher food and clothing expenditures, rising credit needs, and increasing exports of U. S. goods abroad. To the extent that Texas' population is increasing at or faster than the U. S. rate, the Texas economy can expect to receive its share of this growth. The day seems past, however, when Texas businessmen can expect to see all business indicators pointing upward month after month. Serious efforts at substantial additional industrial development are needed to assure for Texas the kind of economic growth it has enjoyed during the past 10 years.

**FEDERAL INTERNAL REVENUE COLLECTIONS**

Source: Office of the Collector, Internal Revenue Service, Treasury Dept.
(Thousands of Dollars)

| District | July 1–31 1960 (Thousands of dollars) | July 1–31 1959 (Thousands of dollars) | Percent change |
|---|---|---|---|
| TEXAS | 136,265 | 171,985 | — 21 |
| Income | 37,236 | 42,007 | — 11 |
| Employment | 92 | 49 | + 88 |
| Withholding | 91,769 | 120,222 | — 24 |
| Other | 7,168 | 9,707 | — 26 |
| SOUTHERN DISTRICT | 71,732 | 88,132 | — 19 |
| Income | 16,326 | 16,208 | + 1 |
| Employment | 13 | 4 | +225 |
| Withholding | 50,837 | 64,906 | — 22 |
| Other | 4,556 | 7,014 | — 35 |
| NORTHERN DISTRICT | 64,533 | 83,853 | — 23 |
| Income | 20,910 | 25,799 | — 19 |
| Employment | 79 | 46 | + 72 |
| Withholding | 40,932 | 55,315 | — 26 |
| Other | 2,612 | 2,693 | — 3 |


# TEXAS BUSINESS REVIEW

Editor ..... John R. Stockton

Managing Editor ..... James J. Kelly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## Industrial Production:

# *A Challenging Device in Modern Decision Making*

By P. JOHN LYMBEROPOULOS

The Business Decision Game, a real-life situation of business activity, simulated into a mathematical model by a sequence of numerical formulations and resulting in a practical discipline, has received in modern days a significant connotation for the challenge it offers to the business world and its many complex problems.

Enthusiasts refer to it as an "excellent educational tool," a "promising executive development device," and a "laboratory for students of business" as effective and valuable as the moot courts practiced in many schools of law.

On the other hand, those who still view such a development with scepticism base their criticism not only on the "emotional involvement" of the participants in the Game but also on "abstractions" of this particular form of decision-making as well as on "the excessive emphasis placed on the quantitative aspect" of any business situation.

Studies in the last two years, however, supported by a large volume of literature and encouraged by academic institutions and governmental agencies, have indicated that new tendencies and trends are gradually adopted by modern business in its operations.

Such trends, while varying in application, place considerable importance on methods of quantitative analysis employed in the solution of given business situations. One advancement, among others, is the making of effective executive decisions, aiming toward successful planning of operations and profitable results.

In a world of growth and expansion, where time hardly keeps pace with technological advancements in the fields of industrial and scientific research and where large-scale business activity is conducted under various competitive environmental conditions, the role of the business executive has become far more complex and demanding. Critical decisions on operating procedures and long-range planning need not be based any more on mere experience, intuition, and guesswork.

On the contrary, it becomes almost imperative today that forecasts concerning economic activity and market structure be solely the product of knowledge and training attained by a group of individuals bound to a common purpose.

Throughout the years continuous efforts have been made to equip the businessman with executive decision-making qualities intensified through series of lectures, featuring both the quantitative and case method approach to business problems, teamwork, and executive development programs. The urgent need, however, of acquiring first-hand experience in having to cope with, and eventually having to solve, real-life executive problems continued to exist.

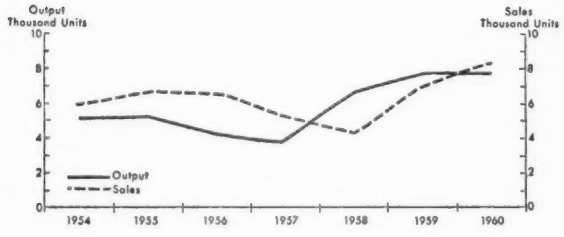
It was not until the Business Game was developed that the business executive was provided with a challenging decision-making device whose full potentialities have not as of this day been fully exploited.

Even during the early stages of experimentation, whether in a general or specialized form (where decisions are made covering the entire business activity or one particular sector of it), the Game succeeded in simulating realistic environmental conditions where operations concerning plans and measures of business activity were estimated with a relatively high degree of accuracy and a comparatively low cost.

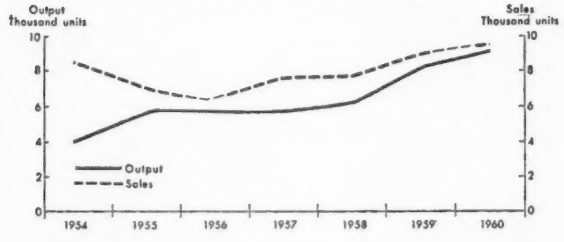
Since then, large companies headed by Remington Rand, International Business Machines, General Electric, Pillsbury Company, Kroger, Westinghouse; the American Management Association; and institutions of higher learning, including the University of Pennsylvania, the University of California at Los Angeles, and The University of Texas have adopted the Business Game for purposes of training, instruction, and research.

Currently, a project concerning the development of a new game tailored primarily to problems and needs of the small business firm, assigned by the Small Business Administration, is carried and developed concurrently by the Bureaus of Business Research of the University of Houston and The University of Texas. The model is constructed on a relatively new industry composed of a number of small

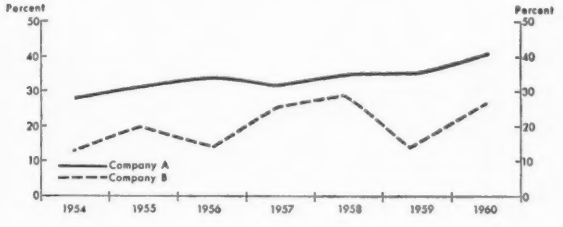
COMPANY A - OUTPUT AND UNIT SALES




COMPANY B - OUTPUT AND UNIT SALES




COMPANY SHARE OF THE MARKET

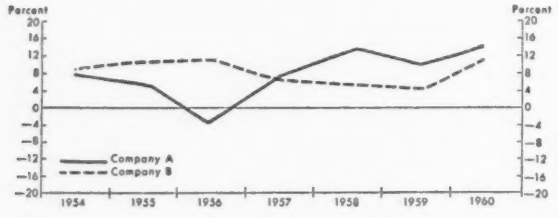


firms operating in a competitive marketing environment, and teams of executives are to reach decisions on marketing strategies covering prices, production schedules, purchases of raw materials, administrative and advertising expenditures, etc.

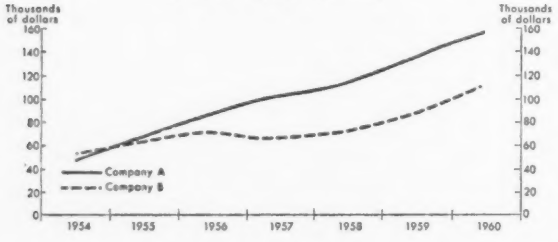
Once the results have been computed, the teams are to be notified of the outcome and receive adequate information on their financial condition, profits earned, volume of sales, and the relative position of each company in the market area for the period. Quarterly or long-range forecasts are to become available to them to be used in decisions taken for future operations of the company.

Originally, the term "Game" was highly associated with military and strategic movements which have had a long history and multiple application in numerous military academies of the world. In many instances, games of war have served as excellent courses of action, thanks to their simplicity of structure. The use of the war game and its value toward intellectual endeavor is undisputed.

NET PROFIT AS PERCENT OF SALES PER COMPANY




NET WORTH PER COMPANY

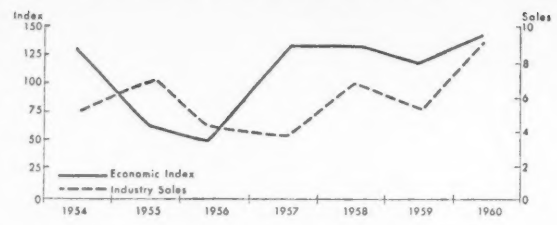



This type of game has been in existence for a number of years, acquiring many forms of expression. Even though applications in the field of business are considered a recent product, terms such as "game," "rules," and "strategy" can be traced as far back in history as the day when the first conflict of interest and the first competitive situation were created.

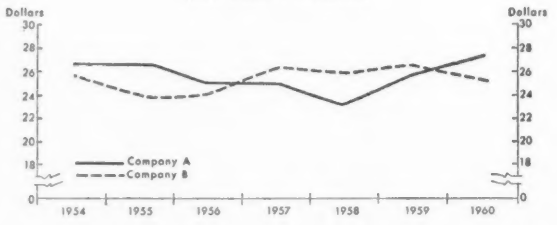
The days that followed World War II constitute a new era of improvements and expansion in the field of quantitative analysis. Accomplishments in the sector of decision-making are due to the development of experimental models, based primarily on highly tested mathematical combinations, and in the improvement of one of the most recent products of science: the high-speed computer.

In spite of the fact that the Business Game can be played also without the assistance of the "high-performance" machine, complex business situations are far easier to solve in small fractions of time, thanks to the computer's ability to store in its "memory drum" enormous quantities of information in the form of digital numbers.

ECONOMIC INDEX AND TOTAL INDUSTRY SALES




PRICES
(IND. COMP. - AVERAGE)

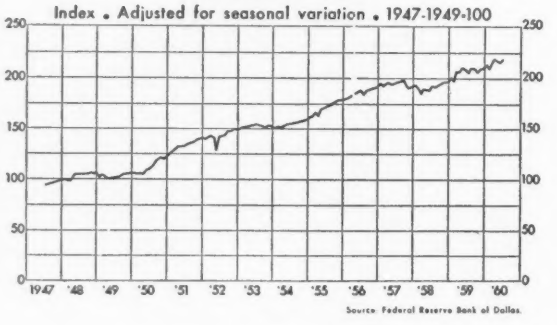



Today, living in a dynamic world whose fluctuations of activity are primarily dictated by abrupt changes in political and economic behavior, we are in a position to utilize effectively the Business Game and make decisions concerning future activity in a field other than the military, thanks to a series of mathematical methods.

Mathematical analysis has long been applied in the field of social sciences in many forms of expression, of which a "model" is by far the most predominant. In spite of certain fallacies in the foundation of such models during the 17th and 18th centuries, the situation has been corrected, and the original failures and disappointments did not especially hamper this new movement in quantitative analysis.

The Business Game, when applied to a specific business situation, is developed into an entirely practical technique used in the investigation, analysis, and solution of competitive conditions, provided that the model is relatively simple in structure and that the players compose a group seeking economic satisfaction. In such a simulated real-life situation players direct their efforts toward predetermined objectives and are bound by a common interest: to utilize effectively their position in a given economic environment and to decide on an optimum strategy to be followed which will have as its consequence greater gains for the company.

**Texas Industrial Production**
**Total Manufactures**



# CITRUS FRUITS: A VALLEY OF GOLD

By FRED O. BOECKER, JR.

Looking back into the past 50 years of the growth of the citrus industry in Texas one can see many interesting and spectacular developments.

In 1904 the first commercial grove of Texas grapefruit was planted, and within 10 years after it was found that the tree was adaptable to Rio Grande Valley soil, substantial increases in grapefruit planting occurred. It also was discovered that the soils on which grapefruit plantings did not grow well were well adapted to orange plantings.

However, although orange production has never reached the large volume which grapefruit production has, it has played an important part in the Texas citrus industry. In the 1919–20 season grapefruit shipments totaled approximately 3,000 boxes, and within 10 years shipments had increased to 1,530,000 boxes. Since this time production has been on a rapid upsurge which brought an annual production of approximately 25 million boxes of grapefruit and five million boxes of oranges by the middle of the 1940's and $30 million to $40 million a year to citrus producers.

The continued exceedingly good fortunes of the citrus grower, however, were to be denied. In 1949 a hard freeze hit the Lower Valley, killing thousands of trees and ruining a large portion of the ripe fruit on the trees. Yet this freeze seemed hardly noticeable compared to the freeze occurring in February 1951, which killed 7,000,000 of the 9,000,000 citrus trees in the Lower Valley and virtually wiped out the Valley's production of citrus fruit. Except for six short hours the temperature hovered well below the 32° mark for 92 consecutive hours.

The full effects of this disastrous freeze were felt by the citrus growers in the 1951–52 season when Texas citrus production plummeted to a total of only 500,000 boxes and a revenue of only $1,918,000. This was a far cry from the record 1945–46 total production of 28,800,000 boxes of fruit bringing a revenue of $41,664,000.

Valley citrus growers refused to admit defeat, however, for they have fought back valiantly making a remarkable recovery and bringing the Texas citrus industry in the Lower Valley back as one of the nation's top-producing areas.

**ELECTRIC POWER CONSUMPTION**

| Use | July* 1960 | June* 1960 | July 1959 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|---|---|
| | (Thousands of kilowatt hours) | | | | |
| TOTAL | 4,835,906 | 4,322,587 | 4,570,485 | + 12 | + 6 |
| Commercial | 765,177 | 663,352 | 692,235 | + 15 | + 11 |
| Industrial | 2,638,568 | 2,570,701 | 2,508,051 | + 3 | + 5 |
| Residential | 1,269,844 | 933,503 | 1,217,903 | + 36 | + 4 |
| Other | 162,317 | 155,031 | 152,296 | + 5 | + 7 |
| Index—total | 430 | 412 | 406 | + 4 | + 6 |
| Index—industrial | 393 | 398 | 374 | — 1 | + 5 |

* Preliminary—based on reports of 10 electric power companies reported to the Bureau of Buxiness Research.

**RAIL SHIPMENTS OF LIVESTOCK***

Source: Bureau of Business Research in cooperation with the Agricultural Marketing Service, U. S. Department of Agriculture

| Classification | July 1960 | June 1960 | July 1959 | Percent change: July '60 from June '60 | Percent change: July '60 from July '59 |
|---|---|---|---|---|---|
| | (in carloads) | | | | |
| TOTAL | 2,367 | 4,268 | 1,775 | — 45 | + 33 |
| Cattle | 1,975 | 3,357 | 1,386 | — 41 | + 42 |
| Calves | 275 | 294 | 252 | — 6 | + 9 |
| Hogs | 5 | 0 | 0 | ... | ... |
| Sheep | 112 | 617 | 137 | — 82 | — 18 |
| Interstate | 2,196 | 4,022 | 1,531 | — 45 | + 43 |
| Cattle | 1,831 | 3,145 | 1,210 | — 42 | + 51 |
| Calves | 248 | 260 | 190 | — 5 | + 31 |
| Hogs | 5 | 0 | 0 | ... | ... |
| Sheep | 112 | 617 | 131 | — 82 | — 15 |
| Intrastate | 171 | 246 | 244 | — 30 | — 30 |
| Cattle | 144 | 212 | 176 | — 32 | — 18 |
| Calves | 27 | 34 | 62 | — 21 | — 56 |
| Sheep | 0 | 0 | 6 | ** | —100 |

* Rail-car basis: Cattle, 30 head per car; calves, 60; hogs, 80, and sheep, 250.

Of course, Valley farmers had to turn to other crops, such as cotton and truck farming, in order to help pay for the terrific losses incurred from the freezes. However, citrus growers also began to replant their orchards as fast as trees were made available by nurserymen. In 1952 citrus growers replanted approximately 300,000 grapefruit trees, 92,000 orange trees, and 23,000 other citrus trees, such as lemons and limes. By 1953 replantings were on a much larger scale with 517,000 grapefruit, 162,000 orange, and 10,000 other citrus trees being planted. Continued increased plantings occurred in the following years, and at the present time almost 1,500,000 which have been planted since 1951 have begun producing fruit.

An acute problem arises when the citrus grower is planting a new orchard. Since it takes at least five years for new trees to produce fruit, the citrus grower must set his production goals and commit his capital and land long before forecasts of general marketing or economic conditions can be reasonably made. Due to the general nature of citrus growth and production, the citrus market is impossible to anticipate or predict with any degree of accuracy at the time of planting.

Not only is the citrus industry extremely vulnerable to weather, but also, it is vulnerable to both national production and buying power. Thus the citrus grower must take many unforeseen risks when increasing the size of his orchard or planting a new one.

According to the latest statistics released by the USDA on Texas citrus production for the 1959–60 season, this year's crop is the largest produced in the Valley since the 1951 freeze. The indicated 1959–60 grapefruit production in Texas is 5,500,000 boxes—a 31.0% increase from 1958–59 production—and 2,800,000 boxes of oranges—a 21.7% increase from 1958–59 production. The total state production of 8,300,000 boxes of oranges and grapefruit is a 23.9% increase from total production in 1958–59 of 6,700,000 boxes.

There are four states in the nation which grow grapefruit for commercial production—Texas, Florida, California, and Arizona—while five states grow oranges for commercial production—Texas, Florida, California, Arizona, and Louisiana.

Florida is the largest grapefruit producer in the nation and in the 1958–59 season accounted for 80.4% of the

national grapefruit production. Texas was credited with 9.6% of the national production; California, 5.7%; and Arizona, 4.3%.

Florida is also the nation's largest orange producer, accounting for 66.5% of the 1958–59 national production. California produced 31.0% of the national total; Texas, 1.8%; Arizona, 0.5%; and Louisiana, 0.2%. Florida and California accounted for 97.5% of the national orange production in the 1958–59 season.

The 1959–60 national orange production is estimated at 128,000,000 boxes. This is 1% less than the 1958–59 crop but 7% above average. The 1% decrease is due to an approximate 20% decrease in orange production in California. All other states enjoyed an increase in production. By July 1 only 11.1 million boxes remained for harvest—all located in California. The 1959–60 national grapefruit production is estimated at 41.5 million boxes with only 1.6 million boxes remaining for harvest on July 1. This year's national grapefruit production is 5% lower than last year and 3% below the 1948–57 average. The 5% decrease in 1959–60 production is due to a 13% decline in production in Florida. All other states had an increase in production over the 1958–59 season.

Actually the killing freezes of 1949 and 1951 may have been a blessing in disguise to Valley citrus growers. Up to 1948 there were many different types and qualities of citrus fruits grown in the Valley. Also, some of the trees had been planted too shallow, while some were too deep. Much of the fruit harvested in the 1947–48 season was of marginal and submarginal production. When the freezes killed practically all the producing trees, the citrus growers had obtained a sufficient amount of citrus-growing knowledge and experience to establish a more efficient industry.

The present varieties of citrus fruit grown in the Valley have made quite an evolution from the varieties planted during the infancy of the industry. The early varieties of grapefruit planted were of the seedy types, such as the Duncan. Later the Duncan was replaced by the Marsh Seedless variety. However, at the present most of the Marsh Seedless variety is found among the older trees while the red-blushed types have come into prominence among the younger trees. The red grapefruit matures as early as the middle of October and the shipping season lasts until the following June.

The older orange trees found in the Valley are the Hamlin, which is an early maturing variety, while the large majority of the new acreage is planted in Valencia, a late maturing variety, and in Joppa, a midseason maturing variety.

Of limited significance to the Valley citrus industry are lemons. The lack of resistance to cold weather is one of the main reasons for the small lemon acreage. The few lemon producers in the Valley have found the Meyer lemon to be the most successful variety. Other types of citrus fruits grown mainly for gift shipments are tangerines, tangelos, and tangors, while limes, kumquats, and ornamental hybrids, such as calamondin and citranequats, also can be grown successfully.

Although the citrus grower is sometimes faced with irrigation and fertilization problems, there is always the constant threat of disease and insects. Ants are probably the most common insect in the Valley while rust mites and California red scale are other major pests. The most common types of diseases of the citrus trees in the Valley are chlorosis (occurs when the foliage becomes yellow), scaly bark, foot root, gummosis, and melanose.

Citrus research projects have gotten under way recently on the 75-acre Jones-Collier Foundation tract of Texas A & I College Citrus & Vegetable Training Center located between Weslaco and Mercedes. One of the most important research projects is that of finding methods of preventing freeze damage.

Both wind machines and orchard heaters have been installed. The wind machines, standing above the trees, produce a breeze by a large motor-driven propeller. The belief is that if the air keeps circulating, the cold will not be allowed to settle in low points. The heaters are much like the "smudge pots" used in California, thus keeping radiation-type cooling to a minimum. Also, some tree trunks have been insulated by banking up soil around the tree base or wrapping the tree trunk with a cold repellent.

Another innovation on the research farm is the use of carbide "cannon" which will frighten the blackbirds away. These blackbirds knock the oranges to the ground, then break the peel and drink the juice. The cannon fires at irregular intervals, thus scaring the birds away.

The citrus industry has paved the way for another industry to come into present-day prominence—the dried citrus pulp industry. Research men have developed the dried citrus pulp industry by taking waste peel, marc, and seeds which come from citrus processing lines, dehydrating these products, and using them extensively for feeding beef and dairy cattle as well as other animals. Although the dried pulp must be supplemented with other feed, it has been found to contain significant amounts of fats, protein, and minerals.

**RAIL SHIPMENTS OF FRUIT AND VEGETABLES**

| Item | Jan 1–July 31 1960 (in carloads) | Jan 1–July 31 1959 (in carloads) | Percent change |
|---|---|---|---|
| TOTAL SHIPMENTS | 24,170 | 19,392 | + 25 |
| VEGETABLES | 22,294 | 17,020 | + 31 |
| Beans | 3 | 0 | ..... |
| Beets | 40 | 37 | + 8 |
| Broccoli | 91 | 31 | +194 |
| Cabbage | 2,751 | 1,595 | + 72 |
| Carrots | 2,751 | 1,595 | + 72 |
| Cauliflower | 330 | 140 | +136 |
| Celery | 7 | 0 | ..... |
| Corn | 222 | 296 | — 25 |
| Cucumbers | 36 | 26 | + 38 |
| Endives & escaroles | 6 | 7 | — 14 |
| Greens | 119 | 76 | + 57 |
| Lettuce | 1,279 | 171 | +648 |
| Mixed vegetables | 4,745 | 2,935 | + 62 |
| Onions | 4,995 | 3,926 | + 27 |
| Peppers | 114 | 331 | — 66 |
| Potatoes | 1,004 | 949 | + 6 |
| Spinach | 1,082 | 1,192 | — 9 |
| Tomatoes | 981 | 3,234 | — 70 |
| Turnips & rutabagas | 9 | 10 | — 10 |
| FRUIT | 1,876 | 2,372 | — 21 |
| Canteloupes | 344 | 381 | — 10 |
| Grapefruits | 675 | 247 | +173 |
| Honeydews | 240 | 343 | — 30 |
| Mixed citrus | 420 | 168 | +150 |
| Mixed melons | 2 | 7 | — 71 |
| Oranges | 68 | 52 | + 31 |
| Persian melons | 0 | 20 | —100 |
| Plums & prunes | 8 | 16 | — 50 |
| Strawberries | 9 | 3 | +200 |
| Tangerines | 2 | 12 | — 83 |
| Watermelons | 108 | 1,123 | — 90 |

Source: Compiled from reports received from Agricultural Marketing Service, U. S. Department of Agriculture.

**Construction:**

# NONRESIDENTIAL SURGE OFFSETS WEAK DEMAND FOR NEW HOMES

By CHARLES BETTINGER

Total urban dollar building permit valuations in July 1960 amounted to an estimated $128,588,000—second only to July 1959. The seasonally adjusted index of total authorized construction in Texas reached 301% of the 1947–49 average, a decrease of only 2% from last year's record-breaking July.

After seasonal adjustment July held a 26% increase over last month. A closer analysis, however, will reveal that total authorized building activity is levelling off at a pace well below record 1959 proportions.

Exception to this must be noted in the strong surge in nonresidential construction which continued to support total building with a record dollar valuation of $74,336,000 in July 1960. In the first seven months of 1960 aggregate dollar estimates were down 8% for the state from the identical 1959 period.

Smaller cities and towns outside metropolitan areas absorbed the greatest losses with total nonmetropolitan areas producing a 20% decline, while central cities and total metropolitan dropped only 3% in this cumulative comparison.

Expected signs of a second half upturn in new home construction again failed to materialize as shown by the Federal Housing Authority's report on applications for mortgage insurance in July. The midyear change from June did not occur as the seasonally adjusted annual rate remained at 241,000 units, identical to that of June. However, this barometer of residential construction has declined somewhat in importance when a new study by the Bureau of the Census revealed that the percentage of new homes falling under FHA and VA authorities amounted to only 29% of the total, considerably less than previously thought.

Depressed residential activity accounted for only 32% of total building in July as compared to 58% for nonresidential. Additions, alterations, and repairs made up the remaining 10% of total construction.

*Residential:* Lagging demand exerted a continued influence on July residential building authorizations as evidenced by the residential building index which fell 9% from June 1960 (211 to 192) after normal seasonal fluctuations were adjusted. Total July residential permits were 35% below July 1959.

Hard-money policy which received the brunt of the blame for residential building disappointments in the first half of 1960 took a back seat with the advent of several new developments.

First, Federal Reserve authorities announced a second cut in the discount rate to member banks that will soon be passed on to the home builder. But, don't look for immediate reactions to easier money if demand is absent, and indications point to a lack of boom proportion. At any rate, the earliest possible reaction to the new policy would be six months.

Second, a recent report released by the Bureau of the Census shows surprising gains in vacancy rates of rental units across the nation, especially in the South. The vacancy rate in the U. S. advanced to 7.3% of all units in the second quarter as compared to 6.7% in the same period of 1959. The Southern District produced a much higher rate of 8.3% in the second quarter. These higher vacancy rates may be softening the demand for new housing.

Another significant feature of new housing difficulties has been an apparent trend in past months to older homes as evidenced by higher prices in the secondhand market in all areas of the country. On the other hand, these price increases in this area should tend to strengthen new home demand if construction cost increases do not offset this difference. Nationwide, construction costs remained relatively stable with lower prices for lumber consumed by increased labor rates.

*Outlook:* Moderate increase in the third quarter of 1960 over the second after seasonal factors are considered and late fourth quarter developments arising if lower interest rates entice out-of-season builders to become active. Otherwise, look for continued movement parallel to the first six

**ESTIMATED VALUE OF BUILDING AUTHORIZED**

Source: Bureau of Business Research in cooperation with the Bureau of the Census, U. S. Department of Commerce

| Classification | July 1960 | Jan-July 1960 | Jan-July 1959 | Percent change Jan-July 1960 from Jan-July 1959 |
|---|---|---|---|---|
| | Thousands of dollars | | | |
| CONSTRUCTION CLASS | | | | |
| ALL PERMITS | 128,588 | 723,963 | 781,929 | — 7 |
| New construction | 115,871 | 648,418 | 703,649 | — 8 |
| Residential (housekeeping) | 41,535 | 362,538 | 460,758 | — 21 |
| One-family dwellings | 38,798 | 338,119 | 432,483 | — 22 |
| Multiple-family dwellings | 2,737 | 24,419 | 28,275 | — 14 |
| Nonresidential buildings | 74,336 | 285,879 | 242,891 | + 18 |
| Nonhousekeeping buildings (residential) | 548 | 6,244 | 12,974 | — 52 |
| Amusement buildings | 264 | 5,612 | 7,838 | — 28 |
| Churches | 5,291 | 23,948 | 20,504 | + 17 |
| Factories and workshops | 1,559 | 13,848 | 22,084 | — 37 |
| Garages (commercial and private) | 4,123 | 7,327 | 2,890 | +154 |
| Service stations | 808 | 5,626 | 5,271 | + 7 |
| Institutional buildings | 679 | 25,146 | 13,615 | + 85 |
| Office-bank buildings* | 35,316 | 56,819 | 38,826 | + 46 |
| Works and utilities | 2,272 | 13,978 | 7,977 | + 75 |
| Educational buildings | 11,065 | 50,859 | 42,414 | + 20 |
| Stores and mercantile buildings | 6,295 | 61,805 | 57,538 | + 7 |
| Other buildings and structures‡ | 6,116 | 14,667 | 10,960 | + 34 |
| Additions, alterations, and repairs§ | 12,717 | 75,546 | 78,280 | — 3 |
| METROPOLITAN vs. NON-METROPOLITAN† | | | | |
| Total metropolitan | 107,680 | 561,619 | 578,980 | — 3 |
| Central cities | 97,491 | 481,101 | 494,352 | — 3 |
| Outside central cities | 10,189 | 80,518 | 84,628 | — 5 |
| Total nonmetropolitan | 20,908 | 162,344 | 202,950 | — 20 |
| 10,000 to 50,000 population | 14,441 | 105,327 | 144,247 | — 27 |
| Less than 10,000 population | 6,467 | 57,017 | 58,703 | — 3 |

* Includes public (nonfederal) administrative buildings beginning July 1957.

‡ Includes government (nonfederal) service buildings beginning July 1957.

§ Includes additions and alterations to public buildings beginning July 1957.

† As defined in 1950 census.

## BUILDING AUTHORIZED IN TEXAS
## 20 SELECTED CITIES

| | Residential | | | Dwelling Units (Number) | | | Nonresidential | | | Total Construction* | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jan-Jly 1960 | Jan-Jly 1959 | Percent change | Jan-Jly 1960 | Jan-Jly 1959 | Percent change | Jan-Jly 1960 | Jan-Jly 1959 | Percent change | Jan-Jly 1960 | Jan-Jly 1959 | Percent change |
| Abilene | 7,012,354 | 12,325,372 | — 43 | 539 | 1125 | — 52 | $ 4,816,131 | $ 5,819,923 | — 17 | $12,279,362 | $18,661,458 | — 34 |
| Amarillo | 12,771,610 | 12,613,385 | + 1 | 1070 | 1021 | + 5 | 6,928,604 | 8,367,625 | — 17 | 21,711,962 | 22,705,451 | — 4 |
| Austin | 16,536,700 | 19,395,600 | — 15 | 1157 | 1396 | — 17 | 8,450,762 | 10,735,846 | — 21 | 28,298,975 | 33,973,908 | — 17 |
| Beaumont | 3,880,975 | 4,776,422 | — 19 | 435 | 558 | — 22 | 3,275,442 | 6,001,491 | — 45 | 7,763,433 | 11,886,160 | — 35 |
| Corpus Christi | 4,234,445 | 5,873,513 | — 28 | 357 | 567 | — 37 | 3,115,202 | 8,880,955 | — 65 | 8,996,473 | 15,954,746 | — 44 |
| Dallas | 43,443,000 | 55,065,548 | — 21 | 4226 | 5610 | — 25 | 22,175,667 | 31,977,351 | — 31 | 76,310,087 | 101,824,343 | — 25 |
| El Paso | 17,920,021 | 23,577,258 | — 24 | 1707 | 2328 | — 27 | 5,037,587 | 8,802,370 | — 43 | 27,513,572 | 36,314,671 | — 24 |
| Fort Worth | 13,490,911 | 19,007,219 | — 29 | 1457 | 2115 | — 31 | 12,210,358 | 15,380,835 | — 21 | 29,929,968 | 37,742,295 | — 21 |
| Garland | 7,471,313 | 7,250,963 | + 3 | 701 | 751 | — 7 | 1,979,806 | 1,508,356 | + 31 | 9,703,182 | 8,982,275 | + 8 |
| Houston | 54,825,840 | 82,294,007 | — 33 | 4151 | 6952 | — 40 | 99,732,821 | 29,400,688 | +239 | 170,730,717 | 127,941,479 | + 33 |
| Irving | 7,027,220 | 6,102,896 | + 15 | 674 | 605 | + 11 | 1,828,012 | 4,078,017 | — 55 | 9,124,154 | 10,439,053 | — 13 |
| Longview | 3,288,000 | 4,656,700 | — 29 | 205 | 294 | — 30 | 1,484,345 | 604,817 | +145 | 5,299,485 | 5,903,052 | — 10 |
| Lubbock | 15,424,413 | 22,421,569 | — 31 | 934 | 1748 | — 47 | 8,688,690 | 12,937,153 | — 33 | 25,390,472 | 37,099,662 | — 32 |
| Midland | 7,885,770 | 17,089,000 | — 54 | 576 | 1411 | — 59 | 2,399,150 | 7,907,400 | — 70 | 11,349,460 | 26,615,125 | — 57 |
| Odessa | 5,818,075 | 10,544,100 | — 45 | 476 | 970 | — 51 | 5,234,046 | 7,161,848 | — 27 | 11,499,198 | 18,261,164 | — 37 |
| Port Arthur | 1,489,787 | 1,326,497 | + 12 | 200 | 152 | + 32 | 2,966,661 | 2,337,930 | + 27 | 5,134,772 | 4,462,623 | + 15 |
| San Antonio | 14,946,739 | 23,520,565 | — 36 | 1831 | 2947 | — 38 | 12,928,320 | 9,641,992 | + 34 | 32,524,941 | 38,410,525 | — 15 |
| Tyler | 3,653,848 | 4,631,350 | — 21 | 270 | 378 | — 29 | 524,350 | 2,002,104 | — 74 | 4,547,858 | 7,240,495 | — 37 |
| Waco | 3,696,432 | 4,784,075 | — 23 | 316 | 368 | — 14 | 5,829,971 | 4,802,753 | + 21 | 10,488,199 | 10,654,220 | — 2 |
| Wichita Falls | 9,540,130 | 5,264,097 | + 81 | 1109 | 473 | +134 | 7,964,950 | 5,264,097 | + 51 | 19,159,392 | 10,116,265 | + 89 |

* Includes additions, alterations and repairs.

months as demand and supply factors gradually set their own equilibrium.

*Nonresidential:* Houston, Humble, and nonresidential move upward. Humble Oil and Refining Company of Houston received building permit authority in July to start a new $32 million office building in downtown Houston. This single permit, accompanied by a multimillion dollar commercial garage authorization to build parking facilities to match, pushed the Houston total 165% over July 1959 and the state nonresidential index up 63% in the period.

To quote the Houston Chamber of Commerce, Houston has been the immediate "blast area" of a vast "economic explosion" with a "fallout" that will spread across the state long after the initial impact is gone. As opposed to residential building, nonresidential construction, as stated earlier, set an all-time monthly record for dollar valuation construction and is making great strides toward an annual record, showing an 18% gain over 1959's previous record year.

Increased nonresidential activity in the metropolitan areas implies strong demands on the residential building of tomorrow to meet the needs of those new and expanded industries. The new top for nonresidential authorizations is pegged at 479% of the 1947–49 average after seasonal adjustment, a figure that is likely to stand alone for quite some time.

Church and school construction in July proved to be added stimuli in addition to industrial activity. Church permits were up 128% over last month and 17% for the year to date. For education, building received the green light for a 61% increase this month over June and 20% more than the January-July period of last year. Increasing importance must be placed upon educational construction as a growth factor in Texas expansion as a federal aid bill to school construction approaches Congress for approval or rejection.

Other nonresidential categories having increases in dollar valuations in July 1960 from June 1960 were: tourist courts (+110%), factories and workshops (+1%), other nonresidential buildings (+149%), and structures other than buildings (+39%). In this same comparison, categories showing losses were: amusement building (—61%), private garages (—14%), works and utilities (—13%), and stores and mercantile buildings (—40%). In the cumulative comparison (January-July 1960 from January-July 1959) the following nonresidential classifications yielded gains: service stations (+7%), institutional buildings (+85%), works and utilities (+75%), stores and mercantile buildings (+7%), and other nonresidential buildings (+30%).

### REVENUE RECEIPTS OF THE STATE COMPTROLLER
Source: State Comptroller of Public Accounts

| Account | September 1–July 31 1959–60 | 1958–59 | Percent change |
|---|---|---|---|
| TOTAL | $1,162,084,525 | $1,046,169,200 | +11 |
| Ad valorem, inheritance and poll taxes | 51,679,520 | 45,573,585 | +13 |
| Natural and casinghead gas production taxes | 48,761,853 | 43,522,678 | +12 |
| Gas severance beneficiary tax | 147,085 | 0 | ..... |
| Crude oil production taxes | 114,884,540 | 124,232,205 | — 8 |
| Other gross receipts and production taxes | 21,837,663 | 19,306,766 | +13 |
| Insurance companies and other occupation taxes | 31,648,595 | 29,135,929 | + 9 |
| Motor fuel taxes (net) | 169,269,140 | 162,741,019 | + 4 |
| Cigarette tax and licenses | 78,017,638 | 46,594,420 | +67 |
| Alcoholic beverage taxes and licenses | 33,437,074 | 30,443,878 | +10 |
| Automobile and other sales taxes | 33,078,132 | 20,564,108 | +61 |
| All licenses and fees | 34,961,396 | 31,659,327 | +10 |
| Franchise taxes | 59,119,670 | 39,306,223 | +50 |
| Mineral leases, land sales, rentals, and bonuses | 21,082,961 | 19,272,205 | + 9 |
| Oil and gas royalties | 28,564,558 | 29,430,122 | — 3 |
| Interest earned | 26,847,588 | 24,265,654 | +11 |
| Unclassified receipts | 77,103,093 | 72,588,352 | + 6 |
| Other miscellaneous revenue | 10,925,585 | 10,315,193 | + 6 |
| Federal aid for highways | 172,765,393 | 150,692,289 | +15 |
| Federal aid for public welfare | 110,849,170 | 127,559,685 | —13 |
| Other federal aid | 36,866,640 | 18,549,231 | +99 |
| Donations and grants | 237,231 | 416,331 | —43 |

# RETAIL SALES IN JULY DOWN SLIGHTLY FROM JUNE

By IDA LAMBETH

Total retail sales in Texas in July were estimated at $1,231.9 million. Total retail volume for July was 2% below June. The seasonally adjusted retail sales index dropped from 248 in June to 246 in July. July sales were 5% below July of last year, and 1960 remains 1% below the seven-month period of 1959.

July sales in Texas in the durable category, including automotive stores, furniture stores, and lumber, building materials, and hardware stores, remained sluggish. Durable goods registered a 10% drop from June sales, 14% from last July, and 7% in the year-to-date comparison. All three classifications were below seasonal expectations. Automotive sales, expected to fall 5%, actually fell 12% from June. A 16% drop was reported in the July-to-July comparison, and the year-to-date registered a 7% drop.

Furniture and household appliance sales fell 3% from June, 6% from July 1959, and 3% from January-July 1959. A rise of 1% was seasonally expected from June to July. Lumber, building materials, and hardware volume dropped 8%, while a 1% drop was seasonally anticipated. A drop of 18% from last July was recorded, and 1960 sales trail 1959 by 13% in the seven-month comparison.

ESTIMATES OF TOTAL RETAIL SALES

| Type of Store | July 1960 | Jan-July 1960 | Percent changes: July 1960 from June 1960 | July 1960 from July 1959 | Jan-July 1960 from Jan-July 1959 |
|---|---|---|---|---|---|
| | (Millions of dollars) | | | | |
| TOTAL | 1,231.9 | 8,245.2 | — 2 | — 5 | — 1 |
| Durable goods* | 291.7 | 2,054.4 | — 10 | — 14 | — 7 |
| Nondurable goods | 940.2 | 6,190.8 | + 1 | — 1 | + 1 |

* Contains automotive stores, furniture stores, and lumber, building material, and hardware stores.

The reasons for the low volume of sales remain the same. With most automobile manufacturers closed down to make necessary changes for 1961 models, the public waits for the newer models, due to be on the market earlier this year. Small cars and their smaller price tags continue to show their effect on the dollar sales volume. Furniture sales reflect the slowdown in home building and the nationwide slow sales of appliances and air conditioners.

Nondurable classifications, including apparel, food, drug, general merchandise, eating and drinking places, gasoline and service stations, and other retail stores, show a steadier picture. Nondurables volume for July was up 1% from June, down 1% from last July, and up 1% in the year-to-date comparison. Apparel stores, seasonally expected to fall 1% from June, actually showed a 2% rise. In the July-to-July comparison a 6% drop was recorded and a 2% drop in the year-to-date comparison. Food stores, expecting a 3% gain, registered 9% over the previous month. In both the July-to-July and January-to-July comparisons a 4% gain was recorded.

Drug store volume dropped 1% from June while expected to remain unchanged. July drug sales dropped 2% from last July, but the seven-month comparison showed a 2% gain. Eating and drinking places, expected to rise 2%, remained unchanged from June and from last July. The cumulative comparison shows a 3% loss.

Gasoline and service stations experienced a 6% drop from June while a 1% rise was expected. A 4% drop in sales was reported from last July, but the year-to-date registers a 2% gain. General merchandise sales composed mostly of department stores but also including country general stores, were expected to remain unchanged from June. They actually reported sales 4% below June, 5% below last July, and 2% below January-July 1959. Other retail stores, including florists, jewelry stores, liquor stores, and office, store, and school supply dealers, registered an encouraging 2% sales gain from June when a 6% decline was seasonally expected. A 4% decline was reported from last July and a 1% drop in the year-to-date.

Florists recorded a 13% sales loss from June and 1% from July a year ago but the year-to-date shows a 5% gain. Jewelry stores registered a 10% sales drop from June, 5% from last July, and 7% for the first seven months of 1960. Liquor stores recorded a 4% rise over June sales but a 12% loss from July 1959 and an 8% loss in the cumulative comparison. Office, store, and school supply dealers' sales are 4% below both June and the year-to-date, while 11% below the sales of July of last year.

July sales volume in Texas department and apparel stores was 1% ahead of June 1960, 5% below July 1959, and 2% behind January-July 1959. Sales in 15 of the 40 reporting cities bettered June 1960, while Houston remained unchanged. Highest increases were reported by Plainview (+37%), San Angelo (+29%), Amarillo (+26%), and Brownwood (+24%). Eight cities reported sales increases over July 1959. Best showings were made by McAllen

RETAIL SALES TRENDS BY KINDS OF BUSINESS

Source: Bureau of Business Research in cooperation with the Bureau of the Census, U. S. Department of Commerce

| Kind of business | Number of reporting establishments | Percent change: Normal seasonal* July from June | Actual: July 1960 from June 1960 | July 1960 from July 1959 | Jan-July 1960 from Jan-July 1959 |
|---|---|---|---|---|---|
| DURABLE GOODS | | | | | |
| Automotive stores† | 256 | — 5 | — 12 | — 16 | — 7 |
| Furniture and household appliance stores† | 167 | + 1 | — 3 | — 6 | — 3 |
| Lumber, building material, and hardware stores | 290 | — 1 | — 8 | — 18 | — 13 |
| NONDURABLE GOODS | | | | | |
| Apparel stores | 208 | — 1 | + 2 | — 6 | — 2 |
| Drug stores | 186 | ** | — 1 | — 2 | + 2 |
| Eating and drinking places | 89 | + 2 | ** | ** | — 3 |
| Food stores | 420 | + 3 | + 9 | + 4 | + 4 |
| Gasoline and service stations | 135 | + 1 | — 6 | — 4 | + 2 |
| General merchandise stores† | 299 | ** | — 4 | — 5 | — 2 |
| Other retail stores† | 221 | — 6 | — 2 | — 4 | — 1 |

* Average seasonal change from preceding month to current month.
** Change is less than one-half of one percent.
† Includes kinds of business other than classification listed.

(+10%) and Paris (+8%). In the cumulative comparison eight cities bettered January-July 1959 while four remained unchanged.

Of the 35 Texas cities reporting enough retailers to permit total retail sales listings, six cities were ahead of June 1960. Plainview and Victoria showed a gain over July 1959, and eight cities bettered January-July 1959. With a normal seasonal drop of 2% in total retail sales expected, greater than normal seasonal gains were reported by Amarillo (+1%), Brownsville (+6%), Bryan (+6%), Corpus Christi (+3%), Greenville (+6%), and San Angelo (+1%). Sales declines from June 1960 ranged from —21% in Denison and Pampa to —2% in Fort Worth and San Antonio.

Houston and Port Arthur showed no change in the July-June comparison. In the July-July comparison, Plainview registered a 20% rise while Victoria showed a 2% rise. Sales declines from last July ranged from 34% in Del Rio to 1% in Mineral Wells. In the January-July comparison the eight cities reporting gains over 1959 were: Beaumont (+2%), Dallas (+2%), Galveston (+4%), Houston (+1%), McAllen (+7%), San Angelo (+1%), Victoria (+2%), and Waco (+3%). Bryan and Corpus Christi showed no change in the seven-month period.

Declines in the year-to-date comparison ranged from 14% in Amarillo to 1% in Brownwood, Pampa, and Wichita Falls. Other sales drops in the January-July figures included: Del Rio and Longview (each —11%); Abilene, Denison, Denton, and Port Arthur (each —9%); and Mineral Wells and Tyler (each —8%).

Credit buying continues to climb while collections appear slow. Of the 57 Texas department and apparel stores reporting credit information, the ratio of credit sales to total net sales was 70.7% for July 1960, up 1.2 points from July 1959, and up 5.6 points from July 1958. Highest credit sales were made by Dallas (78.4%), Houston (78.2%), San Antonio (72.9%), and Fort Worth (67.9%). In July 1959 the order and ratio were: Houston (74.8%), San Antonio (72.4%), Dallas (69.4%), and Fort Worth (68.2%). By type of store, leaders were dry goods and apparel stores (75.1%) and department stores with over $1 million annual sales volume (71.9%). The ratio of collections during the month of July to accounts unpaid at the first of the month was 35.7% or 2.5 points below July 1959 and 3.1 points below July 1958. Highest collection ratios were reported by Austin (46.7%), Galveston (44.9%), Houston (41.1%), and Cleburne (40.2%). By type of store, the highest collection ratios were reported by dry goods and apparel stores (44.4%) and men's clothing stores (40.3%). In July 1959 the collection ratio of dry goods and apparel stores was 56.5% and men's clothing stores (40.3%).

The ratio of charge account sales to total net sales in 17 Texas department and apparel stores (53.5%) rose 3.0 points from July 1959. The ratio of instalment sales to total net sales (14.2%) fell 0.6 points from July 1959. Collections on charge account sales (38.4%) fell 4.2 points from July of last year. Collections on instalment sales (16.5%) fell 1.5 points from the same month a year ago.

**CREDIT RATIOS IN DEPARTMENT AND APPAREL STORES**

| Classification | Number of reporting stores | Ratio of credit sales to net sales* | | Ratio of collections to outstandings** | |
|---|---|---|---|---|---|
| | | July 1960 | July 1959 | July 1960 | July 1959 |
| ALL STORES | 57 | 70.7 | 69.5 | 35.7 | 38.2 |
| BY CITIES | | | | | |
| Austin | 5 | 65.8 | 63.9 | 46.7 | 50.4 |
| Cleburne | 3 | 44.6 | 38.4 | 40.8 | 45.4 |
| Dallas | 6 | 78.4 | 78.1 | 37.1 | 40.0 |
| El Paso | 3 | 56.2 | 53.4 | 27.0 | 28.6 |
| Fort Worth | 3 | 67.9 | 68.2 | 30.2 | 31.7 |
| Galveston | 3 | 62.0 | 62.0 | 44.9 | 45.4 |
| Houston | 4 | 78.2 | 74.5 | 41.1 | 43.8 |
| San Antonio | 4 | 72.9 | 72.5 | 35.5 | 40.0 |
| Waco | 3 | 56.8 | 56.8 | 39.9 | 45.1 |
| BY TYPE OF STORE | | | | | |
| Department stores (over $1 million) | 18 | 71.9 | 71.1 | 35.2 | 37.5 |
| Department stores (under $1 million) | 17 | 44.0 | 42.4 | 37.2 | 39.1 |
| Dry goods and apparel stores | 4 | 75.1 | 73.0 | 44.4 | 56.5 |
| Women's specialty shops | 11 | 70.3 | 67.0 | 35.7 | 39.2 |
| Men's clothing stores | 7 | 69.9 | 68.8 | 40.3 | 42.6 |
| BY VOLUME OF NET SALES | | | | | |
| $1,500,000 and over | 22 | 72.4 | 71.1 | 35.5 | 38.0 |
| $500,000 to $1,500,000 | 13 | 54.6 | 55.4 | 40.5 | 43.1 |
| $250,000 to $500,000 | 11 | 49.2 | 46.5 | 35.3 | 38.0 |
| Less than $250,000 | 11 | 51.4 | 48.3 | 24.5 | 38.1 |

* Credit sales divided by net sales.

** Collections during the month as a percent of accounts unpaid on the first of the month.

**POSTAL RECEIPTS**

| City | June 25-July 22 1960 | May 28-June 24 1960 | June 27-July 24 1959 | Percent change: June 25-July 22 1960 from May 28-June 24 1960 | Percent change: June 25-July 22 1960 from June 27-July 24 1959 |
|---|---|---|---|---|---|
| Borger | $17,843 | $19,277 | $15,240 | — 7 | +17 |
| Brady | 5,142 | 4,906 | 4,139 | + 5 | +24 |
| Brownfield | 10,036 | 8,881 | 8,420 | +13 | +19 |
| Cameron | 6,276 | 5,508 | 5,613 | +14 | +12 |
| Childress | 5,121 | 5,387 | 4,787 | — 5 | + 7 |
| Coleman | 5,730 | 6,553 | 5,794 | —13 | — 1 |
| Crystal City | 3,339 | 3,463 | 2,674 | — 4 | +25 |
| Cuero | 5,793 | 5,519 | 4,523 | + 5 | +28 |
| Eagle Pass | 6,152 | 7,441 | 6,077 | —17 | + 1 |
| Edna | 5,258 | 5,309 | 4,651 | — 1 | +13 |
| El Campo | 9,409 | 10,188 | 8,629 | — 8 | + 9 |
| Gatesville | 5,818 | 3,390 | 4,976 | +72 | +17 |
| Graham | 7,657 | 8,471 | 7,708 | —10 | — 1 |
| Granbury | 2,462 | 4,221 | 3,397 | —42 | —28 |
| Hale Center | 2,113 | 2,005 | 2,109 | + 5 | ** |
| Hillsboro | 5,315 | 6,344 | 5,450 | —16 | — 2 |
| Huntsville | 8,217 | 9,870 | 8,591 | —17 | — 4 |
| Jasper | 6,807 | 7,498 | 6,291 | — 9 | + 8 |
| Kenedy | 3,655 | 3,507 | 3,650 | + 4 | ** |
| Kerrville | 11,321 | 12,370 | 11,373 | — 8 | ** |
| Kingsville | 14,510 | 14,584 | 12,025 | — 1 | +21 |
| Kirbyville | 3,145 | 2,306 | 2,829 | +36 | +11 |
| LaGrange | 4,153 | 5,350 | 3,678 | —22 | +13 |
| Levelland | 8,266 | 8,366 | 7,690 | — 1 | + 7 |
| Littlefield | 6,764 | 6,930 | 4,831 | — 2 | +40 |
| McCamey | 4,686 | 3,583 | 3,633 | +31 | +29 |
| Marlin | 6,566 | 6,233 | 6,411 | + 5 | + 2 |
| Mesquite | 9,444 | 9,836 | 6,647 | — 4 | +42 |
| Mission | 8,652 | 10,137 | 8,751 | —15 | — 1 |
| Navasota | 5,132 | 4,561 | 4,381 | +13 | +17 |
| Pecos | 15,025 | 13,272 | 12,536 | +13 | +20 |
| Pittsburg | 3,481 | 3,115 | 3,010 | +12 | +16 |
| Raymondville | 7,939 | 6,108 | 7,513 | +30 | + 6 |
| Sinton | 5,512 | 6,613 | 5,363 | —17 | + 3 |
| Sweetwater | 11,236 | 11,677 | 10,668 | — 4 | + 5 |
| Taft | 3,147 | 3,072 | 3,588 | + 2 | —12 |
| Terrell | 5,835 | 8,273 | 5,622 | —29 | + 4 |
| Waxacachie | 12,389 | 16,611 | 9,330 | —25 | +33 |
| Weatherford | 7,757 | 9,356 | 9,522 | —17 | —19 |
| Yoakum | 9,896 | 9,490 | 9,487 | + 4 | + 4 |

** Change is less than one-half of one percent.

# *The Electronics Industry and Texas*

*(Conclusion of a two-part article)*

By PHIL SIMPSON

One national magazine asserted that the space industry is becoming as much centered in southern California as steel in Pittsburgh and automobiles in Detroit. Undoubtedly, one of the reasons for this is the great amount of scientific and technical knowledge made available to the industry by the California Institute of Technology, the University of California, Stanford University, and other institutions and their scientists. This same pattern can be seen in Massachusetts. In Cambridge there is a regular "research row" of electronic company offices that have been established to take advantage of the research opportunity offered by being near Harvard and M.I.T. The research facilities at Cambridge, however, are just a part of many others available to the industry in the Northeast.

Bell Telephone Laboratories in New Jersey and New York is one of the greatest research organizations in the world. The Radio Corporation of America has an important research laboratory in Princeton; General Electric has research centers in Schenectady and Syracuse; and IBM has facilities for research in New York City and Poughkeepsie.

Universities engaged in important scientific research attract companies whose business is dependent upon new knowledge in science and technology.

The *Texas Businessman*, in September 1959, invites you to: "Make the contrast: out in California this month, at San Diego, there opens a new branch of University of California. Why? Few years back, San Diego voted free land to General Dynamics—parent of Convair, at both Fort Worth and San Diego—to build an atomic age lab. Over 90,000 persons turned out for the traditionally dull dedicatory ceremony there.

"Then San Diego and General Dynamics went to work to get a UC branch: not a popular-level senior college but a full-fledged graduate school. This has come. Around this core—business and higher education—the expectation is that a city of 100,000 will grow from scratch during '60s."

Such companies establish laboratories themselves which become significant in research and development. This process continues until areas such as southern California, New Jersey, New York, Massachusetts, and Illinois become known as important centers for electronics. Once a reputation is established, new plants and companies are attracted by the development. This is the general pattern, but there are exceptions.

One of the largest electronics companies, Texas Instruments, has its main office and plants in Dallas. This location is explained by the fact that in its early years the company was engaged in electronics petroleum exploration.

Collins Radio Co., whose Texas Division is located in Dallas, is one of the larger national corporations in electronics. Its sales usually exceed $100 million. The production volume of the Dallas plant in 1958 was $18 million. Collins' main offices and plants have been in Iowa in the past, but there now is a movement of more manufacturing activities to Texas. It was reported in 1959 that the company would move its facilities—including 100 families—for producing trans-horizon communication equipment from Cedar Rapids to Dallas. This was in connection with the corporation's plans to group together the development and production of electronic systems in a new subsidiary, the Alpha Corporation, to be located in Texas. (The Iowa plant is not being abandoned—employment is higher there than ever.) Alpha Corporation will specialize in building complete electronic communication and control installations for military and civilian organizations. The products will range in size from world-wide tracking systems for satellites and space vehicles to smaller systems for aircraft control or automatic operation of oil refineries.

The company now has a $2 million contract for the manufacture and installation of high-density microwave equipment for a Navy missile control system on the Pacific Coast. Three locations, approximately 50 miles apart, will be connected with a system of voice transmission, television, radar, teletype, and telemetering.

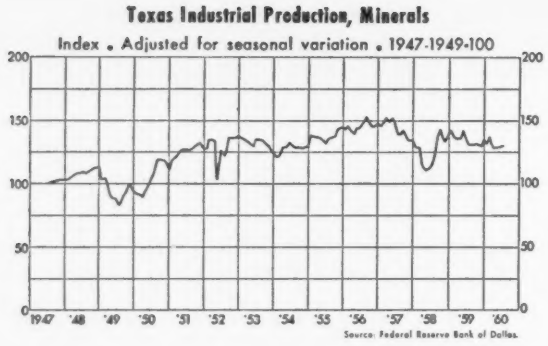
About $1 million in microwave equipment will be manufactured at the Dallas plant. The Army Signal Corps signed a $3.75-million contract with Collins for part of a communications system to be constructed around the world for communicating with space vehicles. One of these stations, it has been reported, will be built near Dallas. The Coast Guard awarded Collins a large contract late in 1958 for development of a new type of navigation system, which possibly could be adapted for widespread use in commercial ships.

Not all of the company's work is for national defense. Pacific Gas and Electric bought $500,000 worth of microwave equipment, and the Churchill County Telephone Company in Nevada purchased a $400,000 voice transmission, microwave communication system. These are examples of some of the electronic work found in Texas.

This latter illustration indicates that there must be other good reasons for the location of electronics plants than the ones—nearness to large universities, large consumer markets, and skilled labor—which caused the present locational pattern.

Although it is possible for many small firms to prosper in the electronics industry, there is much concentration of activity in large organizations. Companies with sales in excess of $100 million have all but about a fifth of the dollar volume of electronic manufacturing.

Although it might appear that giants like RCA and General Electric, each of which has a volume of over three-quarters of a billion dollars in electronic manufacturing per year, predominate and rule the industry, such is not the case. There are many viable, profitable small companies. Stavid Engineering, Inc., of Plainfield, N. J., was set up after World War II by three engineers with an initial $10,000 investment. In 1957 it employed one thousand, had sales of $10 million and a $200,000 after-tax profit. Almost


Texas Industrial Production, Minerals
Index • Adjusted for seasonal variation • 1947-1949-100
200
150
100
50
0
1947 '48 '49 '50 '51 '52 '53 '54 '55 '56 '57 '58 '59 '60
Source: Federal Reserve Bank of Dallas

all of Stavid's business was defense contracts. Now the company has grown large enough to head a four-company pool with Olin Mathieson, Bausch & Lomb, and United Shoe Machinery to work on an antimissile defense system.

A similar example of the opportunity offered in the industry for small companies is Radiation, Inc., of Florida. Its two founders sold their homes in 1959 for capital. Eight years later the company employed 800, of whom 250 were engineers.

Some companies grow remarkably fast through mergers; witness, for example, Texas Instruments' growth. Litton Industries in California has grown through mergers directed by its Texan president, Charles Thornton. Instead of the usual dilution of earnings resulting from mergers, Litton's per share earnings have increased significantly. Litton was formed only a few years back and has avoided the usual organizational pitfalls of mergers. It now produces inertial guidance systems and computers for the military services, electronic office equipment, communication systems, microwave systems, and sound recording equipment.

The size of the industry was well set forth two years ago in a series of articles in *Fortune* by William B. Harris. Total electronic industry revenues in 1956 were $11.5 billion. About half of the total consisted of sales of electronics equipment and the remainder of revenues from broadcasting, distribution, and service. The former is the particular subject in this article.

Sales of military equipment accounted for almost one-half of the $6.2 billion manufacturing sales. Military sales in the future probably will grow even greater as the national defense effort is maintained and as weapons become more complex.

Sales to industry will rise further as automation progresses. Probably sales of consumer products will continue as new gadgets are invented and as the old wear out. In 1957 the industry expected 1965 revenues to be $20 billion, nearly double the sales of that year. Today that seems a conservative estimate. It would be hard to deny that electronics is a growth industry.

Wide-spreading automation and the expansion of communication facilities of all types are two good reasons for the optimistic outlook of the industry. The application of electronic computers to private business has had many forms—payroll accounting, customer billing, insurance policy servicing and actuarial analysis, inventory control, and control of airline flight reservations. The Texas Highway Department uses an electronic digital computer at its main office in Austin to solve land survey problems, to determine bridge specifications, to compute earthwork quantities in highway construction, and to help in the monthly letting of construction bids.

Texas companies employ computers in a variety of ways. Some companies, such as the Datic Corporation of Fort Worth, sell computing services to firms that do not have their own equipment. Southwestern Industrial Electronics and the Texas Division of the Clevite Corporation are actually constructing analog computers in Houston. Electric and gas utilities, insurance companies, pipeline companies, and refineries are now using computers profitably. The great advantage of computers to large businesses is that they are able to perform routine accounting operations with speed and, in addition, are able to handle many problems of analysis never before attempted.

The electronic brains can be used in the justification of public spending by estimating what effects the expenditure will have in all segments of the economy. Texas Instruments has developed an electronic system called the "seisMAC" to process data collected in seismograph field operations. After data is gathered, there remains a great deal of computation before the desired geological analysis can be made. For example, field observations must be corrected for variations in weather and elevation. The "seisMAC" is able to make these corrections and to provide, much more quickly than hand computation, accurate and usable data from which valuable geologic knowledge is obtained.

Computers in their present capacities are expected to become more widely used, and, furthermore, their use will be increased by the development of new techniques such as the language translating machines and electronic computers that will be able to recognize shapes.

**PRODUCTION OF HYDROCARBON LIQUIDS FROM GASOLINE AND RECYCLING PLANTS**

Source: Oil and Gas Division, Railroad Commission of Texas

| Product | January 1960 | February 1960 | March 1960 | April 1960 | May 1960 | January–May 1960 | January–May 1959 | Percent change 1960 from 1959 |
|---|---|---|---|---|---|---|---|---|
| TOTAL PRODUCTION | 16,081,057 | 15,432,240 | 16,399,677 | 15,788,137 | 15,847,729 | 79,548,840 | 77,802,749 | + 2 |
| Condensate-crude | 1,783,900 | 1,793,577 | 1,918,696 | 1,609,819 | 1,646,457 | 8,752,449 | 6,782,720 | +29 |
| Gasoline | 7,796,017 | 7,387,928 | 7,941,195 | 7,908,120 | 8,022,534 | 39,055,794 | 39,440,999 | — 1 |
| Butane-propane | 6,247,620 | 6,005,279 | 6,303,522 | 6,048,783 | 5,960,216 | 30,565,420 | 30,463,869 | ** |
| Other products | 253,520 | 245,456 | 236,264 | 221,415 | 218,522 | 1,175,177 | 1,115,161 | + 5 |
| TOTAL PROCESSED* | 544,086 | 518,040 | 545,345 | 505,336 | 505,259 | 2,618,066 | 2,400,384 | + 9 |
| Yield per Mcf in gallons | 1.25 | 1.25 | 1.26 | 1.31 | 1.32 | 1.28 | 1.36 | — 6 |

* Millions of cubic feet

** Change in less than one-half of one percent.

Consumer products very probably will continue to be a major part of total sales in the industry. When radio began to decline, television was found to bolster sales. Now other innovations such as color television, transistor radios, and high-fidelity phonographs have maintained the consumer demand. It is very likely that the industry will be able to sustain this line of demand creation.

Many entirely new users are in sight for electronic products. The National Aeronautics and Space Administration is considering the development of a space satellite to pick up radio signals from downed aircraft or space capsule flyers or from rocket payloads that missed their target and to report the information to a rescue station.

Control and communication systems for space vehicles undoubtedly will be a big market for electronics, as also will be mundane, but extraordinary, communication, control, and measuring devices. The International Geophysical Year studies have shown that new techniques will be needed for earth-space communication. It was found that conditions in space that favor earth-bound radio communication sometimes hinder communication between the earth and space stations.

On earth even medicine is making use of electronics. A transistor unit that continuously measures a patient's blood pressure during an operation has been developed. Methods of doing this have been available for many years, but the units are large and take up valuable operating room space. The compact and accurate transistor unit will replace many of the old machines.

Electronic burglar systems have been devised to protect business offices and warehouses from entry and theft. One firm has produced a transistor unit small enough to be used by salesmen in protecting their wares from burglary in hotel rooms.

Because of the bright outlook for its market now and in the future, electronics is a magic word on Wall Street. Texas Instruments, Litton, and other common shares sell for nearly 40 times earnings. Even the very large companies with diversification sell for very high prices. RCA's price earnings ratio was nearly 25. Some brokers think these prices are too high and believe there will be a day of painful readjustment for those who bought at high levels. Others, however, believe there are substantial values behind these prices and that electronic shares will climb even higher.

Although the principal congregations of electronic firms are in the Northeast and on the West Coast, Texas has a significant part of the industry, ranking eighth in the nation. Much of the electronics in Texas has grown out of its application to the petroleum industry. Even today a great deal of the business of Texas electronic companies is associated with finding and manufacturing oil and gas products. The widely diversified Texas Instruments, Inc. in Dallas grew out of the smaller Geophysical Service, Inc., which specializes in exploration for petroleum with seismic and electronic equipment.

Southwestern Industrial Electronics Co. in Houston once specialized in making electronic exploration equipment, but now its activities encompass a wide variety of products which are used in industries other than petroleum. Other large firms in the state are Collins Radio, Ling-Altec Electronics, Temco Aircraft (recently merged with Ling-Altec), and Chance Vought, all of which are in the Dallas area. There are numerous smaller companies engaged in making radio and television equipment, and there are several associations of scientists engaged in research and development in the electronics field. In addition there are over 1,000 radio and television repair shops, 2,000 radio and television appliance stores, approximately 230 AM radio stations, 20 FM stations, and 40 television stations.

In many cases, small, seemingly remote industries, through product development and improved production methods, hold a distinct advantage over larger, more established firms.

*Fort Worth Magazine* commented in a recent article, "In the Fort Worth area, the industry is so new that few concrete facts are available." This is true of the entire industry.

Another 10 companies in the Fort Worth area do a multimillion-dollar business, as do nine in the Austin area.

Although most of the better-known companies in the field are located in the Dallas-Fort Worth and Houston areas, electronic industries are scattered all over the state.

Texas petroleum and chemicals present an attractive market for the electronics industry and thereby justify the

**CHANGES IN CONDITION OF WEEKLY REPORTING MEMBER BANKS IN THE DALLAS FEDERAL RESERVE DISTRICT**

Source: Board of Governors of the Federal Reserve System

| Account | Percent change* | | |
|---|---|---|---|
| | July 1960 from June 1960 | July 1960 from July 1959 | July 1959 from June 1959 |
| TOTAL ASSETS | + 2 | + 2 | ** |
| Loans and investments, less loans to banks and valuation reserves | + 1 | + 1 | + 1 |
| Loans, less loans to banks and valuation reserves | — 2 | — 1 | + 1 |
| Commercial, industrial, and agricultural loans† | — 1 | — 1 | + 1 |
| Loans for purchasing or carrying securities | — 1 | — 12 | + 7 |
| Real estate loans | ** | — 8 | — 4 |
| Other loans | — 4 | + 5 | — 1 |
| Total U. S. Government securities | + 9 | + 4 | ** |
| Treasury bills | +337 | +185 | + 44 |
| Treasury certificates of indebtedness | ** | — 63 | — 19 |
| Treasury notes and bonds | ** | + 1 | ** |
| Other securities | + 4 | + 5 | ** |
| Loans to banks | + 79 | +174 | +325 |
| Reserves with Federal Reserve banks | + 8 | + 4 | + 2 |
| Cash in vaults | — 6 | — 2 | + 11 |
| Balances with domestic banks | — 11 | + 5 | — 13 |
| Other net assets | — 2 | + 3 | + 2 |
| TOTAL LIABILITIES | + 2 | + 2 | ** |
| Total adjusted deposits | + 3 | ** | + 2 |
| Demand deposits | + 4 | — 3 | + 3 |
| Time deposits | + 1 | + 3 | — 2 |
| U. S. Government deposits | — 9 | + 21 | + 15 |
| Total interbank deposits | + 5 | + 13 | — 11 |
| Domestic banks | + 4 | + 14 | — 11 |
| Foreign banks | + 14 | — 6 | + 6 |
| Borrowings | — 36 | — 13 | + 29 |
| Other liabilities | — 4 | + 49 | ** |
| CAPITAL ACCOUNTS | + 1 | + 5 | + 1 |

* Percentage changes are based on the week nearest the end of the month.

** Change is less than one-half of one percent.

† Includes loans to nonbank financial institutions.

location of a larger part of the industry in the state. There will be a growing demand for electronically operated controls on producing oil wells. Automatic controls already have been installed on some offshore wells where the cost of manual production has been high. As production costs continue to rise in inland fields, it is certain there will be a demand for electronic controls.

Another primary use for electronics in Texas will continue to be in geophysical exploration. Better instruments and more computers will be needed to interpret the mass of information collected. In addition, electronic instruments will continue to provide information about the subsurface formations revealed by wildcat wells. Instrumentation of oil refineries and chemical plants presents a great market for electronics.

Electronic instruments cost about one-third more than pneumatic instruments, the other major type used in chemical plants, but offer the advantages of faster reaction time and of being able to operate at lower temperatures and at greater distances than pneumatic instruments. There will be a demand for electronic instrumentation of chemical plants because experience has shown that it reduces labor and other operating costs, provides closer control of the process than other systems, increases yields, increases plant safety, and carefully controls product quality. All of these benefits from electronics reduce costs and thereby justify the capital investment.

Today, there are two drawbacks to chemical plant electronic systems. One is the lack of standardization which prevents interchangeability of instruments; the other is the lack of a good electronically controlled valve. It is a disadvantage to have an electronic system only to switch over at the last point to an air-operated valve. An additional use of electronics in the petroleum industry is provided by computers. These can be used to predict behavior of a chemical plant assuming many different variables. Computers can well be used to receive data from the many instruments to achieve close control over the process.

Current interest throughout the state in securing new industry leads to consideration of what Texas can offer to the electronics industry.

"At-home" markets would include the petroleum and chemical industries. Central location with respect to other markets, with excellent air-freight facilities, provides answers to that important need.

Air-conditioned summers and mild winters provide pleasant year-round working and living conditions for employees. Progressive local government and a healthy civic attitude toward industrialization offer plus-factors to plant managers seeking a new corporate home.

Those representatives of the electronics industry already located in Texas show that Texas engineers and research do not lack quality. Admittedly, Texas cannot offer the research climate of Harvard, M.I.T., or UCLA—yet.

But increased support from appropriate sources, of public and private research centers, such as colleges and universities, can provide for this need.

However, Texas' disadvantage in this respect is sometimes overemphasized. Texas concerns, after all, are as close as a telephone to research facilities and scientists all over the United States, and many of the state's industries employ out-of-state consultants as a matter of course.

This is not to belittle the desirability of greatly expanded public and private research centers in Texas itself.

# MANAGEMENT TRAINING

## Meetings Set for October

The University of Texas, through its College of Business Administration and Extension Division, is continuing its program for managerial development of Texas business and professional personnel by coordinating two management training programs during the month of October.

State Advisory Committees composed of outstanding Texas business leaders have helped in development of both programs.

The first is the Executive Seminar on Organizing for Business Action and Executive Leadership, which will be held October 10–14. The faculty for this will include Dr. William R. Spriegel, professor of management, The University of Texas; Mr. Edwin H. Schell, professor emeritus and lecturer, Massachusetts Institute of Technology, and Mr. John Slezak, chairman of the board, Kable Printing Company, Mount Morris, Ill.

On October 27–28, the 22nd Annual Conference of the Texas Personnel and Management Association will be held on the University campus.

This annual conference brings a group of state and national business leaders who will be speaking in the general area of management philosophies and techniques. Speakers and their subjects for the two-day meeting will include:

Dale Yoder, professor of industrial relations, Stanford University, "Problems, Practice and Philosophy in the Management of Men";

Max Levine, president, Foley's of Houston, "Problems Confronting Retailing in the 1960's";

Thomas H. Miller, assistant director of industrial relations, Eastman Kodak Company, "What Is Your Approach to Training?";

Dause L. Bibby, executive vice president, Remington Rand, Division of Sperry Rand Corporation, "The Impact of International Competition on Our Economy";

L. L. Moore, personnel department, Southern Union Gas Company, moderator of a panel on "The Day to Day Concept of Communications";

James M. Ewell, vice president, manufacturing and employee relations, The Proctor & Gamble Company, "The Inter-Relationship of Management and Employee Relations";

Howard M. Dirks, vice president, Carrier Corporation, "A Forward Look in Personnel Administration";

Watrous H. Irons, president, Federal Reserve Bank of Dallas, "The Economic Outlook"; and

A 'shirt-sleeve' panel of the distinguished speakers moderated by Dr. William R. Spriegel.

Further information may be secured from the Division of Extension, The University of Texas.

# Local Business Conditions

| City and item | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|
| **ABILENE (pop. 89,881#)** | | | |
| Retail sales | — 2† | — 5 | — 26 |
| Apparel stores | — 1† | — 17 | — 24 |
| General merchandise stores | **† | + 22 | — 8 |
| Lumber, building material, and hardware stores | — 1† | — 13 | — 38 |
| Postal receipts* $ | 94,247 | — 4 | — 1 |
| Building permits, less federal contracts $ | 1,737,843 | — 24 | — 53 |
| Bank debits (thousands) $ | 91,706 | — 7 | — 10 |
| End-of-month deposits (thousands)‡ $ | 60,490 | — 2 | — 5 |
| Annual rate of deposit turnover | 18.0 | — 5 | — 6 |
| Employment (area) | 32,100 | ** | — 4 |
| Manufacturing employment (area) | 3,220 | + 3 | — 9 |
| Percent unemployed (area) | 5.9 | ** | + 34 |
| **ALICE (pop. 20,708#)** | | | |
| Retail sales | | | |
| Lumber, building material, and hardware stores | — 1† | ** | — 22 |
| Building permits, less federal contracts $ | 118,621 | — 24 | — 17 |
| Postal receipts* $ | 16,722 | + 5 | + 4 |
| **ALPINE (pop. 4,730#)** | | | |
| Postal receipts* $ | 4,747 | — 8 | + 5 |
| Bank debits (thousands) $ | 2,439 | + 7 | — 16 |
| End-of-month deposits (thousands)‡ $ | 3,278 | — 4 | — 11 |
| Annual rate of deposit turnover | 8.7 | + 6 | — 8 |
| **AMARILLO (pop. 137,083#)** | | | |
| Retail sales | — 2† | + 1 | — 13 |
| Apparel stores | — 1† | + 26 | — 6 |
| Automotive stores | — 5† | — 2 | — 21 |
| Drug stores | **† | + 6 | — 10 |
| Eating and drinking places | + 2† | + 14 | + 6 |
| Food stores | + 3† | + 1 | — 6 |
| Furniture and household appliance stores | + 1† | — 4 | + 24 |
| Liquor stores | | + 11 | — 24 |
| Lumber, building material, and hardware stores | — 1† | — 8 | — 37 |
| Postal receipts* $ | 179,961 | — 1 | + 11 |
| Building permits, less federal contracts $ | 3,307,043 | + 9 | + 23 |
| Bank debits (thousands) $ | 225,485 | + 1 | — 6 |
| End-of-month deposits (thousands)‡ $ | 115,853 | + 3 | — 2 |
| Annual rate of deposit turnover | 23.8 | — 2 | ** |
| Employment (area) | 53,200 | ** | + 2 |
| Manufacturing employment (area) | 6,000 | — 1 | — 1 |
| Percent unemployed (area) | 3.9 | — 11 | + 26 |
| **AUSTIN (pop. 185,967#)** | | | |
| Retail sales | — 2† | — 10 | — 16 |
| Apparel stores | — 1† | — 3 | + 2 |
| Automotive stores | — 5† | — 25 | — 33 |
| Food stores | + 3† | + 7 | + 1 |
| Furniture and houhehold appliance stores | + 1† | — 2 | — 1 |
| Gasoline and service stations | + 1† | — 2 | + 9 |
| General merchandise stores | **† | — 14 | — 11 |
| Lumber, building material, and hardware stores | — 1† | — 3 | — 23 |
| Postal receipts* $ | 355,142 | + 15 | + 29 |
| Building permits, less federal contracts $ | 4,204,518 | + 18 | + 9 |
| Bank debits (thousands) $ | 197,688 | — 3 | — 6 |
| End-of-month deposits (thousands)‡ $ | 142,671 | + 3 | — 11 |
| Annual rate of deposit turnover | 16.8 | — 6 | + 4 |
| Employment (area | 73,900 | — 1 | + 2 |
| Manufacturing employment (area) | 6,190 | + 1 | + 6 |
| Percent unemployed (area) | 4.0 | — 7 | + 3 |

| City and item | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|
| **ARLINGTON (pop. 44,393#)** | | | |
| Postal receipts* $ | 36,353 | + 3 | + 11 |
| Building permits, less federal contracts $ | 1,226,413 | + 29 | + 2 |
| Employment (area) | 210,000 | ** | + 2 |
| Manufacturing employment (area) | 53,950 | ** | — 3 |
| Percent unemployed (area) | 4.5 | — 8 | ** |
| **BAY CITY (pop. 11,580#)** | | | |
| Retail sales | | | |
| Automotive stores | — 5† | — 19 | — 5 |
| Drug stores | **† | + 1 | — 12 |
| Postal receipts* $ | 11,682 | — 14 | + 3 |
| Bank debits (thousands) $ | 11,679 | + 4 | — 18 |
| End-of-month deposits (thousands)‡ $ | 18,797 | ** | — 1 |
| Annual rate of deposit turnover | 7.5 | + 7 | |
| **BAYTOWN (pop. 28,012#)** | | | |
| Postal receipts* $ | 22,521 | — 6 | + 7 |
| Building permits, less federal contracts $ | 222,743 | + 11 | + 24 |
| Bank debits (thousands) $ | 19,606 | — 3 | — 13 |
| End-of-month deposits (thousands)‡ $ | 20,833 | — 16 | — 10 |
| Annual rate of deposit turnover | 10.3 | — 1 | — 10 |
| Employment (area) | 503,200 | ** | + 4 |
| Manufacturing employment (area) | 95,875 | + 1 | ** |
| Percent unemployed (area) | 4.5 | + 2 | + 5 |
| **BEAUMONT (pop. 118,471#)** | | | |
| Retail sales | — 2† | — 5 | — 9 |
| Apparel stores | — 1† | — 4 | — 6 |
| Automotive stores | — 5† | — 7 | — 11 |
| Eating and drinking places | + 2† | — 1 | — 8 |
| Furniture and household appliance stores | + 1† | + 2 | — 29 |
| Gasoline and service stations | + 1† | — 3 | + 4 |
| General merchandise stores | **† | — 7 | — 9 |
| Lumber, building material, and hardware stores | — 1† | + 1 | — 5 |
| Postal receipts* $ | 111,453 | ** | + 10 |
| Building permits, less federal contracts $ | 999,008 | — 38 | — 71 |
| Bank debits (thousands) $ | 150,956 | — 8 | — 8 |
| End-of-month deposits (thousands)‡ $ | 95,660 | ** | — 3 |
| Annual rate of deposit turnover | 19.0 | — 8 | — 2 |
| Employment (area) | 105,500 | ** | + 1 |
| Manufacturing employment (area) | 33,630 | — 1 | + 1 |
| Percent unemployed (area) | 6.9 | — 1 | — 32 |
| **BEEVILLE (pop. 13,663#)** | | | |
| Postal receipts* $ | 11,126 | — 4 | + 22 |
| Building permits, less federal contracts $ | 169,145 | +253 | +504 |
| Bank debits (thousands) $ | 9,609 | + 2 | — 15 |
| End-of-month deposits (thousands)‡ $ | 12,715 | ** | — 9 |
| Annual rate of deposit turnover | 9.1 | + 3 | — 7 |
| **BIG SPRING (pop. 30,880#)** | | | |
| Retail sales | | | |
| Automotive stores | — 5† | — 24 | — 26 |
| Drug stores | **† | — 1 | — 11 |
| Lumber, building material, and hardware stores | — 1† | — 22 | — 37 |
| Postal receipts* $ | 31,993 | — 2 | + 14 |
| Building permits, less federal contracts $ | 473,995 | + 93 | +484 |
| Bank debits (thousands) $ | 35,183 | — 8 | — 15 |
| End-of-month deposits (thousands)‡ $ | 25,949 | — 2 | — 6 |
| Annual rate of deposit turnover | 16.1 | — 8 | — 11 |

For explanation of symbols, see page 23.

| City and item | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|
| **BRENHAM (pop. 6,941)** | | | |
| Postal receipts* | $ 7,420 | — 10 | — 1 |
| Building permits, less federal contracts | $ 38,825 | — 27 | — 13 |
| Bank debits (thousands) | $ 7,722 | — 7 | — 3 |
| End-of-month deposits (thousands)‡ | $ 12,113 | + 1 | ** |
| Annual rate of deposit turnover | 7.7 | — 6 | — 3 |
| **BROWNSVILLE (pop. 47,831#)** | | | |
| Retail sales | — 2† | + 6 | — 6 |
| Automotive stores | — 5† | + 2 | — 5 |
| Lumber, building material, and hardware stores | — 1† | + 23 | — 6 |
| Postal receipts* | $ 26,722 | — 9 | + 1 |
| Building permits, less federal contracts | $ 365,993 | + 34 | + 76 |
| **BROWNWOOD (pop. 16,785#)** | | | |
| Retail sales | — 2† | — 8 | — 9 |
| Apparel stores | — 1† | + 24 | — 4 |
| Furniture and household appliance stores | + 1† | — 2 | + 3 |
| Postal receipts* | $ 23,205 | — 1 | + 8 |
| Building permits, less federal contracts | $ 197,545 | +783 | +1413 |
| Bank debits (thousands) | $ 13,730 | — 22 | — 7 |
| End-of-month deposits (thousands)‡ | $ 12,472 | — 2 | — 2 |
| Annual rate of deposit turnover | 13.1 | — 22 | — 4 |
| **BRYAN (pop. 27,358#)** | | | |
| Retail sales | — 2‡ | + 6 | — 4 |
| Apparel stores | — 1† | + 8 | + 2 |
| Automotive stores | — 5† | — 14 | — 19 |
| Furniture and household appliance stores | + 1† | — 19 | — 15 |
| Lumber, building material, and hardware stores | — 1† | + 16 | — 15 |
| Postal receipts* | $ 21,071 | + 6 | + 9 |
| Building permits, less federal contracts | $ 211,207 | — 20 | + 7 |
| **CALDWELL (pop. 2,194#)** | | | |
| Bank debtis (thousands) | $ 2,461 | + 19 | + 11 |
| End-of-month deposits (thousands)‡ | $ 3,699 | — 4 | — 16 |
| Annual rate of deposit turnover | 7.8 | + 18 | + 28 |
| **CISCO (pop. 4,447#)** | | | |
| Postal receipts* | $ 4,557 | ** | ** |
| Bank debits (thousands) | $ 3,063 | + 1 | — 9 |
| End-of-month deposits (thousands)‡ | $ 3,802 | — 2 | — 7 |
| Annual rate of deposit turnover | 9.6 | + 2 | — 4 |
| **CLEBURNE (pop. 14,535#)** | | | |
| Retail sales | ..... | ..... | ..... |
| Apparel stores | — 1† | — 11 | — 21 |
| Drug stores | **† | — 2 | + 11 |
| Postal receipts* | $ 12,967 | ** | + 3 |
| Building permits, less federal contracts | $ 584,943 | +631 | +393 |
| **CORPUS CHRISTI (pop. 165,698#)** | | | |
| Retail sales | — 2† | + 3 | — 7 |
| Apparel stores | — 1† | — 13 | — 5 |
| Automotive stores | — 5† | — 7 | — 18 |
| General merchandise stores | **† | — 4 | — 6 |
| Lumber, building material, and hardware stores | — 1† | — 8 | — 19 |
| Postal receipts* | $ 158,882 | — 4 | ** |
| Building permits, less federal contracts | $ 928,801 | — 31 | — 81 |
| Bank debits (thousands) | $ 193,824 | + 2 | — 4 |
| End-of-month deposits (thousands)‡ | $ 105,558 | + 4 | — 7 |
| Annual rate of deposit turnover | 22.4 | + 2 | + 4 |
| Employment (area) | 65,200 | ** | + 3 |
| Manufacturing employment (area) | 8,720 | + 1 | + 6 |
| Percent unemployed (area) | 6.1 | — 8 | + 9 |

| City and item | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|
| **COPPERAS COVE (pop. 4,578#)** | | | |
| Postal receipts * | $ 2,213 | + 14 | ..... |
| Building permits, less federal contracts | $ 78,000 | ..... | +249 |
| Bank debits (thousands) | $ 654 | — 2 | ..... |
| End-of-month deposits (thousands)‡ | $ 684 | + 7 | ..... |
| Annual rate of deposit turnover | 11.8 | — 10 | ..... |
| **CORSICANA (pop. 20,185#)** | | | |
| Postal receipts* | $ 18,993 | + 10 | + 22 |
| Building permits, less federal contracts | $ 60,800 | — 67 | — 69 |
| Bank debits (thousands) | $ 16,620 | + 4 | + 5 |
| End-of-month deposits (thousands)‡ | $ 18,321 | — 3 | — 11 |
| Annual rate of deposit turnover | 10.7 | + 6 | + 14 |
| **DALLAS (pop. 672,029#)** | | | |
| Retail sales | — 3† | — 5 | — 4 |
| Apparel stores | — 8† | + 3 | — 6 |
| Automotive stores | — 5† | — 8 | — 11 |
| Eating and drinking places | **† | — 5 | + 5 |
| Florists | — 13† | — 10 | + 2 |
| Food stores | **† | + 6 | + 4 |
| Furniture and household appliance stores | — 5† | — 5 | — 3 |
| Lumber, building material, and hardware stores | — 4† | + 17 | — 20 |
| Office, store, and school supply dealers | — 4† | + 17 | + 24 |
| Postal receipts* | $ 2,060,031 | — 1 | + 10 |
| Building permits, less federal contracts | $11,671,475 | + 22 | — 33 |
| Bank debits (thousands) | $ 2,630,913 | — 8 | — 1 |
| End-of-month deposits (thousands)‡ | $ 1,167,052 | + 2 | + 3 |
| Annual rate of deposit turnover | 27.2 | — 11 | — 3 |
| Employment (area) | 436,600 | ** | — 1 |
| Manufacturing employment (area) | 94,125 | + 1 | ** |
| Percent unemployed (area) | 4.3 | — 4 | + 34 |
| **DEL RIO (pop. 18,486#)** | | | |
| Retail sales | — 2† | — 12 | — 34 |
| Automotive stores | — 5† | — 21 | — 49 |
| Lumber, building material, and hardware stores | — 1† | + 1 | — 8 |
| Postal receipts* | $ 10,775 | — 21 | ..... |
| Building permits, less federal contracts | $ 94,199 | — 57 | — 55 |
| Bank debits (thousands) | $ 8,657 | — 5 | — 21 |
| End-of-month deposits (thousands)‡ | $ 12,248 | + 3 | + 2 |
| Annual rate of deposit turnover | 8.6 | — 7 | — 23 |
| **DENISON (pop. 22,691#)** | | | |
| Retail sales | — 2† | — 21 | — 22 |
| Automotive stores | — 5† | — 31 | — 33 |
| Drug stores | **† | — 4 | — 1 |
| Postal receipts* | $ 16,620 | — 21 | + 3 |
| Building permits, less federal contracts | $ 99,024 | + 5 | — 64 |
| **DENTON (pop. 27,588#)** | | | |
| Retail sales | — 2† | — 19 | — 23 |
| Automotive stores | — 5† | — 32 | — 46 |
| Drug stores | **† | — 11 | — 12 |
| General merchandise stores | **† | — 21 | — 7 |
| Postal receipts* | $ 24,056 | — 28 | — 7 |
| Building permits, less federal contracts | $ 1,262,524 | +363 | — 16 |
| Employment (area) | 436,600 | ** | — 1 |
| Manufacturing employment (area) | 94,125 | + 1 | ** |
| Percent unemployed (area) | 4.3 | — 4 | + 34 |
| **DONNA (pop. 7,477#)** | | | |
| Postal receipts* | $ 3,466 | + 20 | ..... |
| Building permits, less federal contracts | $ 17,625 | — 83 | ..... |
| Bank debits (thousands) | $ 2,758 | + 1 | — 6 |
| End-of-month deposits (thousands)‡ | $ 2,676 | + 10 | + 2 |
| Annual rate of deposit turnover | 13.0 | + 2 | — 6 |

For explanation of symbols, see page 23.

| City and item | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|
| **EDINBURG (pop. 18,511#)** | | | |
| Postal receipts* | $ 10,057 | — 7 | + 12 |
| Building permits, less federal contracts | $ 899,716 | +222 | +575 |
| Bank debits (thousands) | $ 13,120 | — 8 | — 3 |
| End-of-month deposits (thousands)‡ | $ 8,396 | — 26 | + 13 |
| Annual rate of deposit turnover | 16.0 | — 6 | — 28 |
| **EL PASO (pop. 271,903#)** | | | |
| Retail sales | — 2† | — 15 | — 17 |
| Automotive stores | — 5† | — 14 | — 26 |
| Drug stores | **† | — 2 | — 5 |
| General merchandise stores | **† | — 20 | — 13 |
| Lumber, building material, and hardware stores | — 1† | — 25 | — 29 |
| Postal receipts* | $ 251,653 | — 5 | + 6 |
| Building permits, less federal contracts | $ 4,009,492 | + 3 | + 30 |
| Bank debits (thousands) | $ 330,706 | ** | ** |
| End-of-month deposits (thousands)‡ | $ 167,746 | + 6 | + 2 |
| Annual rate of deposit turnover | 24.4 | — 1 | ** |
| Employment (area) | 90,300 | ** | + 8 |
| Manufacturing employment (area) | 13,910 | — 3 | + 3 |
| Percent unemployed (area) | 5.6 | — 5 | + 37 |
| **FORT WORTH (pop. 353,388#)** | | | |
| Retail sales | — 3† | — 2 | — 5 |
| Apparel stores | + 4† | + 20 | — 1 |
| Automotive stores | — 3† | + 1 | — 13 |
| Drug stores | — 1† | — 11 | — 6 |
| Eating and drinking places | + 2† | ** | — 14 |
| Food stores | + 6† | ** | + 4 |
| Furniture and household appliance stores | — 6† | — 21 | — 14 |
| Gasoline and service stations | — 2† | + 1 | + 1 |
| General merchandise stores | — 1† | ** | — 3 |
| Liquor stores | ..... | — 5 | — 13 |
| Lumber, building material, and hardware stores | — 2† | — 10 | — 23 |
| Postal receipts* | $ 642,605 | — 9 | + 5 |
| Building permits, less federal contracts | $ 3,402,903 | — 10 | — 72 |
| Bank debtis (thousands) | $ 748,462 | — 9 | — 11 |
| End-of-month deposits (thousands)‡ | $ 368,596 | + 3 | ** |
| Annual rate of deposit turnover | 24.7 | — 10 | — 9 |
| Employment (area) | 210,000 | ** | + 2 |
| Manufacturing employment (area) | 53,950 | ** | — 3 |
| Percent unemployed (area) | 4.5 | — 8 | ** |
| **FREDERICKSBURG (pop. 4,592#)** | | | |
| Postal receipts* | $ 7,919 | + 71 | + 70 |
| Building permits, less federal contracts | $ 63,300 | — 63 | +184 |
| Bank debits (thousands) | $ 6,100 | + 1 | — 11 |
| End-of-month deposits (thousands)‡ | $ 8,300 | + 5 | — 14 |
| Annual rate of deposit turnover | 9.1 | — 2 | + 3 |
| **GAINESVILLE (pop. 12,606)** | | | |
| Retail sales | ..... | ..... | ..... |
| Apparel stores | — 1† | — 13 | — 12 |
| Postal receipts* | $ 13,323 | — 10 | + 7 |
| Building permits, less federal contracts | $ 145,130 | ..... | + 98 |
| **GALVESTON (pop. 65,662#)** | | | |
| Retail sales | — 2† | — 7 | — 5 |
| Apparel stores | — 1† | — 9 | — 4 |
| Food stores | + 3† | + 3 | + 8 |
| Furniture and household appliance stores | + 1† | + 5 | — 10 |
| Lumber, building material, and hardware stores | — 1† | — 17 | — 9 |
| Postal receipts* | $ 75,745 | — 6 | + 1 |
| Bank debits (thousands) | $ 82,659 | — 1 | — 10 |
| End-of-month deposits (thousands)‡ | $ 61,224 | — 2 | — 2 |
| Annual rate of deposit turnover | 16.1 | — 1 | — 7 |
| Employment (area) | 50,500 | + 1 | + 3 |
| Manufacturing employment (area) | 10,820 | ** | + 8 |
| Percent unemployed (area) | 6.2 | — 5 | — 16 |

| City and item | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|
| **GARLAND (pop. 38,103#)** | | | |
| Postal receipts* | $ 32,869 | + 32 | + 42 |
| Building permits, less federal contracts | $ 584,346 | — 62 | — 47 |
| Bank debits (thousands) | $ 21,906 | — 10 | + 1 |
| End-of-month deposits (thousands)‡ | $ 14,366 | — 10 | — 13 |
| Annual rate of deposit turnover | 17.4 | — 11 | — 3 |
| Employment (area) | 436,600 | ** | — 1 |
| Manufacturing employment (area) | 94,125 | + 1 | ** |
| Percent unemployed (area) | 4.3 | — 4 | + 34 |
| **GIDDINGS (pop. 2,607#)** | | | |
| Postal receipts* | $ 3,088 | — 21 | — 24 |
| Building permits, less federal contracts | $ 18,350 | ..... | ..... |
| Bank debits (thousands) | $ 2,521 | + 1 | + 4 |
| End-of-month deposits (thousands)‡ | $ 3,661 | ** | + 2 |
| Annual rate of deposit turnover | 8.3 | + 2 | + 2 |
| **GILMER (pop. 4,306#)** | | | |
| Retail sales | ..... | ..... | ..... |
| General merchandise stores | **† | + 34 | + 4 |
| Postal receipts* | $ 5,549 | + 14 | + 39 |
| Building permits, less federal contracts | $ 5,000 | — 29 | — 93 |
| **GLADEWATER (pop. 5,719#)** | | | |
| Postal receipts* | $ 6,581 | + 2 | + 7 |
| Building permits, less federal contracts | $ 47,400 | — 15 | — 27 |
| Bank debits (thousands) | $ 3,648 | + 15 | — 12 |
| End-of-month deposits (thousands)‡ | $ 4,235 | + 7 | — 4 |
| Annual rate of deposit turnover | 10.7 | + 14 | — 4 |
| Employment (area) | 28,200 | ** | + 1 |
| Manufacturing employment (area) | 5,190 | + 1 | + 4 |
| Percent unemployed (area) | 4.1 | ** | + 3 |
| **GOLDTHWAITE (pop. 1,365#)** | | | |
| Postal receipts* | $ 1,976 | — 6 | — 13 |
| Bank debits (thousands) | $ 2,586 | — 20 | — 18 |
| End-of-month deposits (thousands)‡ | $ 3,478 | ** | — 3 |
| Annual rate of deposit turnover | 8.9 | — 20 | — 17 |
| **GRAND PRAIRIE (pop. 30,184#)** | | | |
| Postal receipts* | $ 23,154 | + 11 | + 28 |
| Building permits, less federal contracts | $ 192,529 | — 31 | — 41 |
| Employment (area) | 436,600 | ** | — 1 |
| Manufacturing employment (area) | 94,125 | + 1 | ** |
| Percent unemployed (area) | 4.3 | — 4 | + 34 |
| **GREENVILLE (pop. 19,055#)** | | | |
| Retail sales | — 2† | + 6 | — 12 |
| Apparel stores | — 1 | + 15 | + 9 |
| Drug stores | ** | + 5 | + 1 |
| Lumber, building material, and hardware stores | — 1† | + 18 | — 8 |
| Postal receipts* | $ 20,393 | + 10 | + 21 |
| Building permits, less federal contracts | $ 297,006 | — 3 | +209 |
| Bank debits (thousands) | $ 15,329 | — 5 | — 9 |
| End-of-month deposits (thousands)‡ | $ 14,401 | — 2 | — 13 |
| Annual rate of deposit turnover | 12.7 | — 3 | + 3 |
| **HARLINGEN (pop. 40,765#)** | | | |
| Retail sales | ..... | ..... | ..... |
| Automotive stores | — 5† | — 8 | — 8 |
| Furniture and household appliance stores | + 1† | + 4 | + 12 |
| Postal receipts* | $ 36,639 | + 10 | + 19 |
| Bank debtis (thousands) | $ 46,988 | + 25 | — 8 |
| End-of-month deposits (thousands)‡ | $ 27,168 | + 5 | — 8 |
| Annual rate of deposit turnover | 21.2 | + 21 | — 4 |

For explanation of symbols, see page 23.

| City and item | | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|---|
| **HENDERSON (pop. 9,548#)** | | | | |
| Retail sales | | — 2† | — 12 | — 20 |
| Apparel stores | | — 1† | + 2 | ** |
| Automotive stores | | — 5† | — 20 | — 32 |
| Drug stores | | **† | ** | + 1 |
| Postal receipts* | $ | 9,193 | — 19 | + 4 |
| Building permits, less federal contracts | $ | 88,110 | — 79 | — 45 |
| Bank debits (thousands) | $ | 6,842 | — 7 | + 2 |
| End-of-month deposits (thousands)‡ | $ | 15,665 | — 1 | + 1 |
| Annual rate of deposit turnover | | 5.2 | — 9 | + 2 |
| **HEREFORD (pop. 7,473#)** | | | | |
| Postal receipts* | $ | 10,377 | + 22 | + 8 |
| Building permits, less federal contracts | $ | 43,600 | — 44 | — 86 |
| Bank debits (thousands) | $ | 13,410 | + 19 | — 19 |
| End-of-month deposits (thousands)‡ | $ | 10,539 | + 10 | ** |
| Annual rate of deposit turnover | | 16.0 | + 15 | — 18 |
| **HOUSTON (pop. 932,680#)** | | | | |
| Retail sales¶ | | — 2† | ** | — 5 |
| Apparel stores¶ | | + 3† | + 1 | — 8 |
| Automotive stores¶ | | — 3† | — 5 | — 14 |
| Drug stores¶ | | **† | + 4 | + 5 |
| Eating and drinking places¶ | | — 2† | — 8 | — 6 |
| Food stores¶ | | **† | + 8 | ** |
| Furniture and household appliance stores¶ | | + 1† | + 32 | ** |
| Gasoline and service stations¶ | | — 4† | — 7 | — 5 |
| General merchandise stores¶ | | — 1† | — 2 | + 1 |
| Liquor stores¶ | | — 8† | + 3 | + 5 |
| Lumber, building material, and hardware stores¶ | | — 2† | ** | — 6 |
| Other retail stores¶ | | — 6† | — 19 | — 18 |
| Postal receipts* | $ | 1,456,537 | — 6 | + 5 |
| Building permits, less federal contracts | $ | 53,286,881 | + 59 | +165 |
| Bank debtis (thousands) | $ | 2,337,398 | — 10 | — 10 |
| End-of-month deposits (thousands)‡ | $ | 1,286,170 | + 5 | + 3 |
| Annual rate of deposit turnover | | 22.3 | — 12 | — 10 |
| Employment (area) | | 503,200 | ** | + 4 |
| Manufacturing employment (area) | | 95,875 | + 1 | ** |
| Percent unemployed (area) | | 4.5 | + 2 | + 5 |
| **IRVING (pop. 45,489#)** | | | | |
| Postal receipts* | $ | 18,666 | — 6 | + 19 |
| Building permits, less federal contracts | $ | 933,850 | — 40 | — 35 |
| Employment (area) | | 436,600 | ** | — 1 |
| Manufacturing employment (area) | | 94,125 | + 1 | ** |
| Percent unemployed (area) | | 4.3 | — 4 | + 34 |
| **JACKSONVILLE (pop. 9,532#)** | | | | |
| Postal receipts* | $ | 17,458 | + 23 | + 3 |
| Building permits, less federal contracts | $ | 90,600 | — 10 | +672 |
| Bank debits (thousands) | $ | 11,122 | + 12 | — 6 |
| End-of-month deposits (thousands)‡ | $ | 8,067 | — 8 | — 16 |
| Annual rate of deposit turnover | | 15.8 | + 13 | + 9 |
| **KERMIT (pop. 10,413#)** | | | | |
| Retail sales | | | | |
| Automotive stores | | — 5† | — 26 | — 27 |
| Postal receipts* | $ | 7,645 | — 6 | + 21 |
| Building permits, less federal contracts | $ | 162,340 | + 31 | + 2 |
| **KILGORE (pop. 10,047#)** | | | | |
| Postal receipts* | $ | 14,496 | — 15 | — 5 |
| Building permits, less federal contracts | $ | 237,474 | +301 | |
| Bank debits (thousands) | $ | 12,987 | — 3 | — 21 |
| End-of-month deposits (thousands)‡ | $ | 14,182 | — 3 | — 9 |
| Annual rate of deposit turnover | | 10.8 | — 4 | — 15 |
| Employment (area) | | 28,200 | ** | + 1 |
| Manufacturing employment (area) | | 5,190 | + 1 | + 4 |
| Percent unemployed (area) | | 4.1 | ** | + 3 |

| City and item | | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|---|
| **KILLEEN (pop. 23,182#)** | | | | |
| Postal receipts* | $ | 26,927 | + 2 | + 4 |
| Building permits, less federal contracts | $ | 210,878 | — 16 | — 2 |
| Bank debits (thousands) | $ | 10,297 | + 3 | + 5 |
| End-of-month deposits (thousands)‡ | $ | 6,951 | — 9 | — 2 |
| Annual rate of deposit turnover | | 17.0 | + 4 | + 1 |
| **LAMESA (pop. 12,090#)** | | | | |
| Retail sales | | | | |
| Automotive stores | | — 5† | — 33 | — 45 |
| Furniture and household appliance stores | | + 1† | — 13 | — 16 |
| Postal receipts* | $ | 11,037 | — 12 | + 1 |
| Building permits, less federal contracts | $ | 32,700 | — 71 | — 61 |
| Bank debits (thousands) | $ | 12,253 | + 10 | — 2 |
| End-of-month deposits (thousands)‡ | $ | 12,690 | — 6 | — 5 |
| Annual rate of deposit turnover | | 11.2 | + 14 | + 3 |
| **LAMPASAS (pop. 5,020#)** | | | | |
| Postal receipts* | $ | 4,100 | — 13 | + 11 |
| Building permits, less federal contracts | $ | 55,900 | + 32 | — 51 |
| Bank debits (thousands) | $ | 6,324 | — 4 | — 13 |
| End-of-month deposits (thousands)‡ | $ | 6,495 | — 3 | — 9 |
| Annual rate of deposit turnover | | 11.5 | — 3 | — 5 |
| **LAREDO (pop. 60,912#)** | | | | |
| Postal receipts* | $ | 33,717 | ** | + 15 |
| Bank debits (thousands) | $ | 26,937 | — 3 | — 2 |
| End-of-month deposits (thousands)‡ | $ | 21,522 | — 3 | — 3 |
| Annual rate of deposit turnover | | 14.8 | — 1 | + 1 |
| **LLANO (pop. 2,634#)** | | | | |
| Postal receipts* | $ | 2,794 | — 33 | + 5 |
| Bank debits (thousands) | $ | 3,590 | + 25 | + 10 |
| End-of-month deposits (thousands)‡ | $ | 4,297 | + 11 | + 8 |
| Annual rate of deposit turnover | | 10.5 | + 14 | + 4 |
| **LOCKHART (pop. 6,067#)** | | | | |
| Retail sales | | | | |
| Apparel stores | | — 1† | — 13 | — 2 |
| Food stores | | + 3† | + 7 | + 15 |
| Postal receipts* | $ | 4,327 | — 23 | + 9 |
| Building permits, less federal contracts | $ | 4,100 | — 87 | |
| Bank debits (thousands) | $ | 4,239 | + 1 | — 16 |
| End-of-month deposits (thousands)‡ | $ | 4,900 | + 5 | — 7 |
| Annual rate of deposit turnover | | 10.6 | + 1 | — 11 |
| **LONGVIEW (pop. 40,600#)** | | | | |
| Retail sales | | — 2† | — 8 | — 16 |
| General merchandise stores | | **† | — 1 | + 2 |
| Lumber, building material, and hardware stores | | — 1† | + 1 | — 31 |
| Postal receipts* | $ | 44,496 | — 2 | + 13 |
| Building permits, less federal contracts | $ | 538,400 | — 35 | — 47 |
| Bank debits (thousands) | $ | 42,459 | — 8 | — 1 |
| End-of-month deposits (thousands)‡ | $ | 33,633 | — 1 | — 8 |
| Annual rate of deposit turnover | | 15.1 | — 6 | + 6 |
| Employment (area) | | 28,200 | ** | + 1 |
| Manufacturing employment (area) | | 5,190 | + 1 | + 4 |
| Percent unemployed (area) | | 4.1 | ** | + 3 |
| **LUBBOCK (pop. 128,068#)** | | | | |
| Retail sales | | | | |
| Automotive stores | | — 5† | + 8 | — 17 |
| Furniture and household appliance stores | | + 1† | + 38 | + 19 |
| Postal receipts* | $ | 145,807 | + 5 | + 14 |
| Building permits, less federal contracts | $ | 2,364,958 | — 13 | — 64 |
| Bank debits (thousands) | $ | 173,257 | — 2 | — 3 |
| End-of-month deposits (thousands)‡ | $ | 104,746 | — 1 | — 1 |
| Annual rate of deposit turnover | | 19.7 | + 1 | — 1 |
| Employment (area) | | 53,300 | ** | + 5 |
| Manufacturing employment (area) | | 5,480 | ** | + 1 |
| Percent unemployed (area) | | 3.8 | ** | — 5 |

For explanation of symbols, see page 23.

| City and item | | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|---|
| **LOS FRESNOS (pop. 1,248#)** | | | | |
| Building permits, less federal contracts | $ | 6,500 | + 63 | — 7 |
| Bank debits (thousands) | $ | 1,813 | + 39 | — 12 |
| End-of-month deposits (thousands)‡ | $ | 1,286 | + 20 | — 17 |
| Annual rate of deposit turnover | | 18.4 | + 29 | + 15 |
| **LUFKIN (pop. 17,552#)** | | | | |
| Retail sales | | | | |
| Automotive stores | | — 5† | — 6 | + 6 |
| Postal receipts* | $ | 18,717 | — 30 | + 17 |
| Building permits, less federal contracts | $ | 70,000 | — 56 | — 66 |
| Bank debits (thousands) | $ | 22,768 | — 21 | — 7 |
| End-of-month deposits (thousands)‡ | $ | 23,516 | ** | — 3 |
| Annual rate of deposit turnover | | 11.6 | — 19 | ** |
| **McALLEN (pop. 32,518#)** | | | | |
| Retail sales | | — 2† | — 4 | — 12 |
| Apparel stores | | — 1† | + 20 | + 10 |
| Automotive stores | | — 5† | — 14 | — 25 |
| Postal receipts* | $ | 27,203 | ** | + 12 |
| Building permits, less federal contracts | $ | 311,400 | — 46 | — 37 |
| Bank debits (thousands) | $ | 26,232 | ** | — 9 |
| End-of-month deposits (thousands)‡ | $ | 18,641 | — 3 | — 14 |
| Annual rate of deposit turnover | | 16.6 | + 1 | + 5 |
| **McKINNEY (pop. 13,713#)** | | | | |
| Building permits, less federal contracts | $ | 62,965 | — 60 | — 28 |
| Bank debits (thousands) | $ | 9,302 | — 10 | — 2 |
| End-of-month deposits (thousands)‡ | $ | 11,962 | — 2 | + 30 |
| Annual rate of deposit turnover | | 9.2 | — 11 | — 12 |
| **MARSHALL (pop. 25,809#)** | | | | |
| Retail sales | | — 2† | — 7 | — 8 |
| Apparel stores | | — 1† | — 1 | — 2 |
| General merchandise stores | | **† | — 6 | — 2 |
| Postal receipts* | $ | 23,132 | — 10 | + 3 |
| Building permits, less federal contracts | $ | 60,568 | — 52 | — 74 |
| Bank debits (thousands) | $ | 17,171 | + 3 | — 6 |
| End-of-month deposits (thousands)‡ | $ | 20,934 | + 7 | + 2 |
| Annual rate of deposit turnover | | 10.2 | + 1 | ** |
| **MERCEDES (pop. 10,749#)** | | | | |
| Postal receipts* | $ | 4,899 | — 10 | + 16 |
| Building permits, less federal contracts | $ | 71,590 | +179 | +326 |
| Bank debits (thousands) | $ | 5,249 | — 8 | — 11 |
| End-of-months deposits (thousands)‡ | $ | 3,387 | — 2 | — 17 |
| Annual rate of deposit turnover | | 18.4 | — 5 | + 5 |
| **MIDLAND (pop. 62,272#)** | | | | |
| Postal receipts | $ | 78,024 | — 18 | — 3 |
| Building permits, less federal contracts | $ | 1,033,095 | — 47 | — 57 |
| Bank debits (thousands) | $ | 96,695 | — 5 | — 12 |
| End-of-month deposits (thousands)‡ | $ | 98,982 | + 3 | + 7 |
| Annual rate of deposit turnover | | 11.9 | — 11 | — 21 |
| **MINERAL WELLS (pop. 12,048)** | | | | |
| Retail sales | | — 2† | — 8 | — 1 |
| Apparel stores | | — 1† | — 16 | — 1 |
| General merchandise stores | | ** | — 10 | + 15 |
| Building permits, less federal contracts | $ | 54,900 | + 32 | |
| **MONAHANS (pop. 8,471#)** | | | | |
| Postal receipts* | $ | 7,554 | ** | + 48 |
| Building permits, less federal contracts | $ | 60,750 | +448 | — 66 |
| Bank debits (thousands) | $ | 8,941 | — 3 | — 11 |
| End-of-months deposits (thousands)‡ | $ | 7,188 | — 4 | + 2 |
| Annual rate of deposit turnover | | 14.6 | — 2 | — 13 |
| **NACOGDOCHES (pop. 12,660#)** | | | | |
| Postal receipts* | $ | 16,857 | + 37 | + 30 |
| Bank debits (thousands) | $ | 15,009 | ** | + 1 |
| End-of-month deposits (thousands)‡ | $ | 13,719 | — 1 | — 8 |
| Annual rate of deposit turnover | | 13.1 | — 1 | + 10 |
| **NEW BRAUNFELS (pop. 15,569#)** | | | | |
| Postal receipts* | $ | 17,308 | — 6 | + 12 |
| Building permits, less federal contracts | $ | 88,100 | + 15 | — 60 |
| Bank debits (thousands) | $ | 10,582 | + 2 | — 11 |
| End-of-month deposits (thousands)‡ | $ | 11,590 | + 7 | + 4 |
| Annual rate of deposit turnover | | 11.3 | — 2 | — 10 |
| **ODESSA (pop. 79,960#)** | | | | |
| Retail sales | | | | |
| Furniture and household appliance stores | | + 1† | — 11 | — 5 |
| Postal receipts* | $ | 67,929 | — 6 | + 3 |
| Building permits, less federal contracts | $ | 1,418,922 | — 52 | — 76 |
| Bank debits (thousands) | $ | 66,915 | — 7 | — 15 |
| End-of-month deposits (thousands)‡ | $ | 56,978 | — 5 | — 7 |
| Annual rate of deposit turnover | | 13.7 | — 5 | — 8 |
| **ORANGE (pop. 25,276#)** | | | | |
| Retail sales | | | | |
| Apparel stores | | — 5† | — 7 | — 17 |
| Automotive stores | | — 5† | — 13 | + 18 |
| Postal receipts* | $ | 19,507 | — 18 | — 1 |
| Building permits, less federal contracts | $ | 250,434 | — 28 | — 78 |
| Bank debits (thousands) | $ | 23,958 | — 3 | + 9 |
| End-of-month deposits (thousands)‡ | $ | 19,703 | — 2 | ** |
| Annual rate of deposit turnover | | 14.4 | — 2 | + 7 |
| Employment (area) | | 105,500 | ** | + 1 |
| Manufacturing employment (area) | | 33,630 | — 1 | + 1 |
| Percent unemployed (area) | | 6.9 | — 1 | — 32 |
| **PALESTINE (pop. 13,958#)** | | | | |
| Postal receipts* | $ | 10,876 | — 13 | — 2 |
| Building permits, less federal contracts | $ | 268,657 | + 33 | |
| Bank debits (thousands) | $ | 10,620 | + 3 | + 17 |
| End-of-month deposits (thousands)‡ | $ | 13,798 | ** | ** |
| Annual rate of deposit turnover | | 9.2 | + 2 | + 15 |
| **PAMPA (pop. 24,303#)** | | | | |
| Retail sales | | — 2† | — 21 | — 15 |
| Automotive stores | | — 5† | — 38 | — 17 |
| Eating and drinking places | | + 2† | + 2 | — 9 |
| Furniture and household appliance stores | | + 3† | + 3 | — 1 |
| General merchandise stores | | + 1† | ** | — 7 |
| Lumber, building material, and hardware stores | | — 1† | — 6 | — 43 |
| Postal receipts* | $ | 23,703 | + 3 | + 10 |
| Bank debits (thousands) | $ | 22,822 | + 2 | — 9 |
| End-of-month deposits (thousands)‡ | $ | 24,182 | + 4 | + 2 |
| Annual rate of deposit turnover | | 11.6 | — 1 | — 7 |
| **PARIS (pop. 20,696#)** | | | | |
| Retail sales | | — 2† | — 8 | — 5 |
| Apparel stores | | — 1† | — 17 | + 8 |
| Automotive stores | | — 5† | — 6 | — 2 |
| Food stores | | + 3† | + 7 | + 3 |
| Lumber, building material, and hardware stores | | — 1† | — 5 | — 12 |
| Postal receipts* | $ | 21,578 | + 28 | + 35 |
| Building permits, less federal contracts | $ | 134,319 | + 29 | — 11 |
| Bank debits (thousands) | $ | 15,269 | — 1 | — 7 |
| End-of-month deposits (thousands)‡ | $ | 12,440 | + 1 | — 3 |
| Annual rate of deposit turnover | | 14.8 | — 1 | — 4 |
| **PASADENA (pop. 58,383#)** | | | | |
| Postal receipts* | $ | 32,855 | + 3 | — 3 |
| Building permits, less federal contracts | $ | 1,035,250 | + 9 | — 29 |
| Employment (area) | | 503,200 | ** | + 4 |
| Manufacturing employment (area) | | 95,875 | + 1 | ** |
| Percent unemployed (area) | | 4.5 | + 2 | + 5 |

For explanation of symbols, see page 23.

| City and item | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|
| **PHARR (pop. 12,386#)** | | | |
| Postal receipts* | $ 5,965 | — 13 | + 15 |
| Bank debits (thousands) | $ 3,504 | — 12 | — 16 |
| End-of-month deposits (thousands)‡ | $ 3,526 | — 11 | — 15 |
| Annual rate of deposit turnover | 11.3 | — 13 | — 2 |
| **PLAINVIEW (pop. 18,381#)** | | | |
| Retail sales | — 2† | — 6 | + 20 |
| Apparel stores | — 1† | + 42 | — 1 |
| Automotive stores | — 5† | — 12 | + 40 |
| General merchandise stores | **† | + 16 | — 22 |
| Postal receipts* | $ 20,241 | — 18 | + 28 |
| Building permits, less federal contracts | $ 332,100 | + 29 | + 37 |
| Bank debits (thousands) | $ 31,569 | — 3 | + 18 |
| End-of-month deposits (thousands)‡ | $ 22,884 | + 1 | + 2 |
| Annual rate of deposit turnover | 16.7 | — 3 | + 20 |
| **PORT ARTHUR (pop. 60,943#)** | | | |
| Retail sales | — 2† | ** | — 2 |
| Automotive stores | — 5† | — 5 | + 37 |
| Food stores | + 3† | + 8 | + 6 |
| Furniture and household appliance stores | + 1† | ** | — 3 |
| Lumber, building material, and hardware stores | — 1† | — 17 | — 38 |
| Postal receipts* | $ 53,732 | + 14 | + 16 |
| Building permits, less federal contracts | $ 756,000 | + 62 | + 83 |
| Bank debits (thousands) | $ 64,201 | + 2 | — 6 |
| End-of-month deposits (thousands)‡ | $ 41,109 | — 3 | — 5 |
| Annual rate of deposit turnover | 18.5 | + 4 | — 1 |
| Employment (area) | 105,500 | ** | + 1 |
| Manufacturing employment (area) | 33,630 | — 1 | + 1 |
| Percent unemployed (area) | 6.9 | — 1 | — 32 |
| **SAN JUAN (pop. 4,335#)** | | | |
| Building permits, less federal contracts | $ 31,875 | + 94 | — 10 |
| Bank debits (thousands) | $ 1,862 | — 18 | + 40 |
| End-of-month deposits (thousands)‡ | $ 1,854 | — 16 | + 46 |
| Annual rate of deposit turnover | 11.0 | — 19 | — 13 |
| **SAN MARCOS (pop. 12,613#)** | | | |
| Postal receipts* | $ 10,597 | + 27 | + 10 |
| Building permits, less federal contracts | $ 5,760 | — 85 | — 98 |
| Bank debits (thousands) | $ 7,001 | + 10 | — 5 |
| End-of-month deposits (thousands)‡ | $ 7,771 | ** | — 5 |
| Annual rate of deposit turnover | 10.8 | + 9 | + 2 |
| **SAN ANTONIO (pop. 584,471#)** | | | |
| Retail sales | — 1† | — 2 | — 8 |
| Apparel stores | — 2† | — 5 | — 6 |
| Automotive stores | — 3† | — 1 | — 18 |
| Drug stores | **† | + 1 | — 1 |
| Eating and drinking places | + 5† | + 11 | — 1 |
| Florists | ..... | — 22 | ** |
| Food stores | + 2† | + 2 | — 5 |
| Furniture and household appliance stores | + 2† | — 10 | — 18 |
| Gasoline and service stations | + 1† | — 6 | — 3 |
| General merchandise stores | — 6† | — 12 | — 4 |
| Jewelry stores | ..... | — 12 | — 5 |
| Lumber, building material, and hardware stores | + 4† | — 2 | — 26 |
| Postal receipts* | $ 630,061 | + 2 | + 9 |
| Building permits, less federal contracts | $ 3,680,020 | — 19 | — 45 |
| Bank debits (thousands) | $ 560,545 | — 10 | — 14 |
| End-of-month deposits (thousands)‡ | $ 368,113 | ** | — 7 |
| Annual rate of deposit turnover | 18.4 | — 10 | — 7 |
| Employment (area) | 199,900 | ** | ** |
| Manufacturing employment (area) | 25,375 | ** | ** |
| Percent unemployed (area) | 5.4 | + 4 | + 42 |
| **ROCKDALE (pop. 4,447#)** | | | |
| Postal receipts* | $ 4,696 | + 33 | + 36 |
| Building permits, less federal contracts | $ 39,710 | +305 | + 41 |
| Bank debits (thousands) | $ 3,700 | — 6 | + 2 |
| End-of-month deposits (thousands)‡ | $ 5,452 | ** | + 1 |
| Annual rate of deposit turnover | 8.1 | — 7 | — 1 |
| **SAN ANGELO (pop. 58,287#)** | | | |
| Retail sales | — 2† | + 1 | — 3 |
| Jewelry stores | ..... | — 25 | — 11 |
| Postal receipts* | $ 76,462 | + 16 | + 35 |
| Building permits, less federal contracts | $ 324,783 | — 57 | — 33 |
| Bank debits (thousands) | $ 52,412 | — 3 | — 12 |
| End-of-month deposits (thousands)‡ | $ 47,371 | + 3 | + 5 |
| Annual rate of deposit turnover | 13.4 | — 6 | — 15 |
| Employment (area) | 20,850 | ** | — 10 |
| Manufacturing employment (area) | 3,290 | ** | + 1 |
| Percent unemployed (area) | 4.9 | — 11 | + 20 |
| **SAN SABA (pop. 2,648#)** | | | |
| Bank debits (thousands) | $ 3,155 | — 18 | — 15 |
| End-of-month deposits (thousands)‡ | $ 4,699 | + 1 | + 4 |
| Annual rate of deposit turnover | 8.1 | — 21 | — 17 |
| **SEGUIN (pop. 14,254#)** | | | |
| Postal receipts* | $ 9,959 | + 1 | — 6 |
| Building permits, less federal contracts | $ 33,300 | — 19 | — 25 |
| Bank debits (thousands) | $ 8,412 | + 1 | — 10 |
| End-of-month deposits (thousands)‡ | $ 13,951 | + 2 | + 1 |
| Annual rate of deposit turnover | 7.3 | — 1 | — 11 |
| **SHERMAN (pop. 25,022#)** | | | |
| Retail sales | — 2† | — 7 | — 13 |
| Apparel stores | — 1† | ** | — 5 |
| Automotive stores | — 5† | — 9 | — 23 |
| Furniture and household appliance stores | + 1† | — 4 | — 7 |
| Lumber, building material, and hardware stores | — 1† | — 13 | + 4 |
| Postal receipts* | $ 26,717 | — 1 | + 9 |
| Building permits, less federal contracts | $ 213,035 | + 6 | + 16 |
| Bank debits (thousands) | $ 23,931 | — 6 | — 4 |
| End-of-month deposits (thousands)‡ | $ 16,890 | — 1 | — 10 |
| Annual rate of deposit turnover | 17.0 | — 6 | + 6 |
| **SLATON (pop. 6,554#)** | | | |
| Postal receipts* | $ 3,369 | — 3 | + 5 |
| Building permits, less federal contracts | $ 29,150 | +179 | — 30 |
| Bank debits (thousands) | $ 2,822 | + 2 | + 4 |
| End-of-month deposits (thousands)‡ | $ 3,441 | — 5 | — 12 |
| Annual rate of deposit turnover | 9.6 | + 9 | + 17 |
| Employment (area) | 53,300 | ** | + 5 |
| Manufacturing employment (area) | 5,480 | ** | + 1 |
| Percent unemployed (area) | 3.8 | ** | — 5 |
| **SMITHVILLE (pop. 4,546#)** | | | |
| Postal receipts* | $ 1,977 | — 17 | + 13 |
| Building permits, less federal contracts | $ 1,000 | — 78 | — 97 |
| Bank debits (thousands) | $ 1,248 | — 5 | — 8 |
| End-of-month deposits (thousands)‡ | $ 2,209 | ** | — 5 |
| Annual rate of deposit turnover | 6.8 | — 4 | — 1 |
| **SNYDER (pop. 13,736#)** | | | |
| Postal receipts | $ 11,791 | — 20 | ..... |
| Building permits, less federal contracts | $ 123,350 | — 48 | — 61 |
| Bank debits (thousands) | $ 12,979 | — 14 | — 4 |
| End-of-month deposits (thousands)‡ | $ 16,482 | — 1 | + 2 |
| Annual rate of deposit turnover | 9.4 | — 10 | + 2 |
| **SULPHUR SPRINGS (pop. 9,166#)** | | | |
| Postal receipts* | $ 8,766 | + 7 | + 7 |
| Building permits, less federal contracts | $ 54,960 | ..... | — 48 |
| Bank debits (thousands) | $ 9,247 | + 2 | — 8 |
| End-of-month deposits (thousands)‡ | $ 12,224 | ** | + 2 |
| Annual rate of deposit turnover | 9.1 | + 1 | — 9 |

For explanation of symbols, see page 23.

| City and item | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|
| **SWEETWATER (pop. 13,893#)** | | | |
| Postal receipts* | $ 11,236 | — 4 | + 5 |
| Building permits, less federal contracts | $ 44,850 | — 79 | — 64 |
| Bank debits (thousands) | $ 9,585 | — 12 | — 12 |
| End-of-month deposits (thousands)‡ | $ 9,891 | ** | — 14 |
| Annual rate of deposit turnover | 11.6 | — 11 | + 2 |
| **TAYLOR (pop. 9,564#)** | | | |
| Retail sales | | | |
| Automotive stores | — 5† | — 12 | — 8 |
| Postal receipts* | $ 8,376 | + 5 | + 15 |
| Building permits, less federal contracts | $ 29,817 | — 42 | — 65 |
| Bank debits (thousands) | $ 6,746 | — 5 | — 12 |
| End-of-month deposits (thousands)‡ | $ 11,952 | + 3 | — 3 |
| Annual rate of deposit turnover | 6.9 | + 1 | — 8 |
| **TEMPLE (pop. 30,111#)** | | | |
| Retail sales | — 2† | — 12 | — 7 |
| Apparel stores | — 1† | — 10 | + 6 |
| Furniture and household appliance stores | + 1† | — 33 | — 22 |
| Lumber, building material, and hardware stores | — 1† | — 1 | — 6 |
| Postal receipts* | $ 37,310 | + 15 | + 11 |
| Building permits, less federal contracts | $ 244,533 | — 46 | — 15 |
| **TEXARKANA (pop. 50,238#)** | | | |
| Retail sales | — 2† | — 16 | — 8 |
| Apparel stores | — 1† | — 8 | — 12 |
| Automotive stores | — 5† | — 23 | — 9 |
| Postal receipts*§ | $ 54,139 | + 14 | + 9 |
| Building permits, less federal contracts§ | $ 149,280 | + 60 | + 1 |
| Bank debits (thousands) | $ 50,032 | — 8 | — 6 |
| End-of-month deposits (thousands)‡§ | $ 16,446 | — 1 | + 5 |
| Annual rate of deposit turnover | 17.0 | — 6 | — 3 |
| Employment (area) | 29,300 | ** | + 1 |
| Manufacturing employment (area) | 3,990 | ** | + 4 |
| Percent unemployed (area) | 6.8 | — 7 | — 6 |
| **TEXAS CITY (pop. 32,127#)** | | | |
| Retail sales | | | |
| Lumber, building material, and hardware stores | — 1† | — 20 | — 22 |
| Postal receipts* | $ 20,146 | + 1 | + 7 |
| Building permits, less federal contracts | $ 330,215 | — 39 | + 52 |
| Bank debits (thousands) | $ 19,239 | — 3 | — 9 |
| End-of-month deposits (thousands)‡ | $ 11,266 | + 5 | + 5 |
| Annual rate of deposit turnover | 21.0 | — 4 | — 9 |
| Employment (area) | 50,500 | + 1 | + 3 |
| Manufacturing employment (area) | 10,820 | ** | + 8 |
| Percent unemployed (area) | 6.2 | — 5 | — 16 |
| **TYLER (pop. 51,082#)** | | | |
| Retail sales | — 2† | — 14 | — 23 |
| Apparel stores | — 1† | — 17 | — 9 |
| Automotive stores | — 5† | — 17 | — 22 |
| Postal receipts* | $ 67,907 | — 24 | — 7 |
| Building permits, less federal contracts | $ 719,951 | + 60 | — 36 |
| Bank debits (thousands) | $ 78,279 | — 7 | — 15 |
| End-of-month deposits (thousands)‡ | $ 57,204 | — 2 | — 5 |
| Annual rate of deposit turnover | 16.2 | — 7 | — 10 |

| City and item | July 1960 | Percent change: July 1960 from June 1960 | Percent change: July 1960 from July 1959 |
|---|---|---|---|
| **VERNON (pop. 12,110#)** | | | |
| Postal receipts* | $ 12,460 | + 5 | + 13 |
| Building permits, less federal contracts | $ 67,600 | + 42 | — 16 |
| Bank debits (thousands) | $ 11,915 | — 35 | — 7 |
| End-of-month deposits (thousands)‡ | $ 19,435 | — 3 | + 5 |
| Annual rate of deposit turnover | 7.2 | ..... | — 12 |
| **VICTORIA (pop. 32,708#)** | | | |
| Retail sales | — 2† | — 4 | + 2 |
| Apparel stores | — 1† | — 7 | — 16 |
| Automotive stores | — 5† | — 3 | + 8 |
| Food stores | + 3† | + 3 | + 2 |
| Furniture and household appliance stores | + 1† | ** | + 9 |
| Lumber, building material, and hardware stores | — 1† | — 14 | + 25 |
| Postal receipts* | $ 31,001 | — 2 | + 3 |
| Building permits, less federal contracts | $ 135,040 | — 39 | — 47 |
| **WACO (pop. 97,184#)** | | | |
| Retail sales†† | — 2† | — 18 | — 9 |
| Apparel stores†† | — 1† | + 25 | — 8 |
| Automotive stores†† | — 5† | — 27 | — 10 |
| Florists†† | ..... | — 3 | + 4 |
| Furniture and household appliance stores†† | + 1† | — 12 | — 14 |
| Lumber, building material, and hardware stores†† | — 1† | — 14 | + 6 |
| Postal receipts* | $ 143,597 | — 7 | — 2 |
| Building permits, less federal contracts | $ 978,208 | — 18 | — 18 |
| Bank debits (thousands) | $ 102,166 | — 4 | — 9 |
| End-of-month deposits (thousands)‡ | $ 68,189 | + 2 | + 4 |
| Annual rate of deposit turnover | 18.1 | — 5 | — 9 |
| Employment (area) | 47,900 | ** | + 1 |
| Manufacturing employment (area) | 10,200 | ** | — 2 |
| Percent unemployed (area) | 4.8 | — 9 | + 14 |
| **WESLACO (pop. 15,334#)** | | | |
| Retail sales | | | |
| Automotive stores | — 5† | — 6 | — 26 |
| Food stores | + 3† | + 9 | + 3 |
| Postal receipts* | $ 8,005 | — 13 | + 13 |
| Building permits, less federal contracts | $ 28,623 | — 98 | — 79 |
| Bank debits (thousands) | $ 6,848 | + 15 | + 22 |
| End-of-month deposits (thousands)‡ | $ 6,020 | + 1 | + 20 |
| Annual rate of deposit turnover | 13.7 | + 14 | ..... |
| **WICHITA FALLS (pop. 101,040#)** | | | |
| Retail sales | — 2† | — 18 | — 9 |
| Automotive stores | — 5† | — 22 | — 12 |
| Furniture and household appliance stores | + 1† | — 7 | — 11 |
| Lumber, building material, and hardware stores | — 1† | — 10 | + 2 |
| Postal receipts | $ 101,824 | — 13 | — 2 |
| Building permits, less federal contracts | $ 5,225,793 | + 65 | +406 |
| Bank debits (thousands) | $ 109,549 | — 11 | — 15 |
| End-of-month deposits (thousands)‡ | $ 98,968 | ** | — 5 |
| Annual rate of deposit turnover | 13.3 | — 11 | — 9 |
| Employment (area) | 41,900 | ** | + 2 |
| Manufacturing employment (area) | 3,730 | — 1 | ** |
| Percent unemployed (area) | 5.2 | + 2 | + 30 |

† Normal seasonal change from June to July.

* For the periods June 25–July 22, 1960; May 28–June 24, 1960; June 27–July 24, 1959.

¶ Reported by the Bureau of Business and Economic Research, University of Houston, for Harris County.

‡ Money on deposit at the end of the month, but exeludes deposits to the credit of banks.

** Change is less than one-half of one percent.

§ Figures are for Texarkana, Texas (pop. 31,051) only.

# Preliminary 1960 Census data.

†† Reported in cooperation with Baylor Bureau of Business Research.

# BAROMETERS OF TEXAS BUSINESS

| | July 1960 | June 1960 | July 1959 | Year-to-date average 1960 | Year-to-date average 1959 |
|---|---|---|---|---|---|
| **GENERAL BUSINESS ACTIVITY** | | | | | |
| †Texas business activity, index | 211 | 228 | 226 | 226 | 216 |
| Miscellaneous freight carloadings in SW District, index | 77 | 78 | 81 | 80 | 83 |
| Ordinary life insurance sales, index | 419 | 421 | 435 | 409 | 405 |
| Wholesale prices in U.S., unadjusted index | 119.7 | 119.5 | 119.5 | 119.7 | 119.6 |
| Consumers' prices in U.S., unadjusted index | 126.6 | 126.5 | 124.9 | 126.0 | 124.1 |
| Income payments to individuals in U.S. (billions, at seasonally adjusted annual rate) | $407.1* | $406.1r | $386.9 | $401.2* | $379.0 |
| Business failures (number) | 34 | 51 | 34 | 41 | 34 |
| Newspaper advertising lineage, index | 171.5 | 174.9 | 184.5 | 174.8 | 176.6 |
| **TRADE** | | | | | |
| Total retail sales, index | 246* | 248r | 259r | ..... | ..... |
| Durable-goods stores | 159* | 172r | 185r | ..... | ..... |
| Nondurable-goods stores | 291* | 287r | 294r | ..... | ..... |
| Ratio of credit sales to net sales in department and apparel stores | 70.7* | 69.0* | 69.5r | 69.1* | 68.0r |
| Ratio of collections to outstandings in department and apparel stores | 35.7* | 36.1* | 38.2r | 35.4* | 36.7r |
| **PRODUCTION** | | | | | |
| Total electric power consumption, index | 430* | 412r | 406r | 395* | 367r |
| Industrial electric power consumption, index | 393* | 398r | 374r | 396* | 370r |
| Crude oil production, index | 105* | 106r | 107 | 111* | 120 |
| Crude oil runs to stills, index | 155 | 152 | 134 | 149 | 146 |
| Gasoline consumption, index | ..... | 170 | 184 | ..... | 178 |
| Industrial production in U.S., index | 166 | 166 | 163 | 166 | 160 |
| Southern pine production | ..... | 94 | 90 | ..... | 84 |
| Cottonseed crushed, index | ..... | 191 | 123 | ..... | 164 |
| Construction authorized, index | 301 | 239 | 308 | 233 | 251 |
| Residential building | 192 | 211 | 298 | 222 | 283 |
| Nonresidential building | 479 | 294 | 327 | 258 | 220 |
| Cement shipments, index | 159 | 176 | 211 | 167 | 208 |
| Cement production, index | 167 | 185 | 204 | 168 | 205 |
| Cement consumption, index | 159 | 173 | 202 | 162 | 200 |
| Average daily production per oil well (bbls.) | 12.4 | 12.6 | 13.0 | 13.2 | 14.6 |
| Texas industrial production—total, index | 174 | 171 | 168 | 173 | 170 |
| Texas Industrial production—manufacturing, index | 219 | 215 | 205 | 216 | 205 |
| Texas industrial production—durable goods, index | 248 | 247 | 236 | 249 | 240 |
| Texas industrial production—nondurable goods, index | 206 | 201 | 191 | 201 | 188 |
| Texas mineral production, index | 130 | 129 | 131 | 131 | 137 |
| **AGRICULTURE** | | | | | |
| Prices received by farmers, unadjusted index, 1909–14=100 | 253 | 240 | 279 | 245 | 268 |
| Prices paid by farmers in U.S., unadjusted index, 1909–14 = 100 | 298 | 299 | 298 | 300 | 298 |
| Ratio of Texas farm prices received to U.S. prices paid by farmers | 85 | 80 | 93 | 82 | 90 |
| **FINANCE** | | | | | |
| Bank debits index | 252 | 272 | 270 | 270 | 258 |
| Bank debits, U.S., index | 233 | 246 | 246 | 239 | 226 |
| Reporting member banks, Dallas Reserve District: | | | | | |
| §Loans (millions) | $ 2,860 | $ 2,912 | $ 2,898 | $ 2,862 | $ 2,799 |
| §Loans and investments (millions) | $ 4,559 | $ 4,492 | $ 4,531 | $ 4,475 | $ 4,513 |
| Adjusted demand deposits (millions) | $ 2,715 | $ 2,602 | $ 2,802 | $ 2,655 | $ 2,777 |
| Revenue receipts of the State Comptroller (thousands) | $ 95,834 | $ 96,739 | $102,456 | $112,554 | $102,274 |
| Federal Internal Revenue collections (thousands) | $136,265 | $253,435 | $171,985 | $274,575 | $257,366 |
| **LABOR** | | | | | |
| Total nonagricultural employment (thousands) | 2,512.3* | 2,513.7r | 2,491.9r | 2,496.5* | 2,458.8r |
| Total manufacturing employment (thousands) | 490.4* | 490.8r | 493.2r | 489.9* | 486.7r |
| Durable-goods employment (thousands) | 232.9* | 233.9r | 239.3r | 233.6* | 234.3r |
| Nondurable-goods employment (thousands) | 257.5* | 256.9r | 253.9r | 256.4* | 252.4r |
| Total civilian labor force in 17 labor market areas (thousands) | 2,224.3 | 2,226.7 | 2,125.8 | 2,208.4 | 2,086.8 |
| Employment in 17 labor market areas (thousands) | 2,041.9 | 2,039.1 | 1,963.1 | 2,032.3 | 1,922.2 |
| Manufacturing employment in 17 labor market areas (thousands) | 383.7 | 382.2 | 382.6r | 381.3 | 378.6r |
| Total unemployment in 17 labor market areas (thousands) | 107.9 | 110.8 | 95.0 | 106.5 | 103.2 |
| Percent of labor force unemployed in 17 labor market areas | 4.9 | 5.0 | 4.5 | 4.8 | 5.0 |

All figures are for Texas unless otherwise indicated. All indexes are based on the average months for 1947–49, except where indicated; all are adjusted for seasonal variation, except annual indexes. Employment estimates have been adjusted to first quarter 1959 benchmarks.

* Preliminary.

† Based on bank debits in 20 cities, adjusted for price level.

§ Exclusive of loans to banks after deduction of valuation reserves.

r Revised.